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BROADCASTING

Broadcast Advertising

Vol. 17 • No. 5

SEPTEMBER 1, 1939
WASHINGTON, D.C.

Foreign
$4.00 the Year

$3.00 the Year
10c the Copy

Published Semi-Monthly, 25th issue (Yearbook Number) Published in Febru

SCHOOL OF BUSINESS ADMINISTRATION
Miami University

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Sept. 1. 39

THE

Meticulous Murder

IN ROOM FOUR

He had the brutal features of a man who would put a common malt vinegar on a trusting salad.

"Sir," we pleaded, seeking to awaken his better nature, "here is WOR Success Story 64, the likes of which you have never seen."

Sneering, he eyed us coldly and aloof.

"After one broadcast 150 WOR listeners stormed a New York store searching loudly for this sponsor's product; 300 dealers clamored to be sent stocks of it . . ."

Wearily his gaze escaped us.

". . . But listen! It cost $30 to buy it. Even so, sales for one month were 1660% greater than those for the two months preceding it. And this WOR sponsor's sales have leaped from 20th to 1st place. Now he's first in dollar volume in his field."

"But I'm not interested in sales, anyway," he said. The next moment we had shot him with a nickel-coated dragee through his brain. One must draw the line somewhere.

WOR

WLS Goes to the FAIRS

Everybody in the country is talking about television, and everybody in Illinois wanted to see this latest wonder of radio. So it was only NATURAL that Illinois' Station of Friendly Service (that's WLS, of course) should be the first to present television to a state-wide audience.

WLS gave thousands their first opportunity to see television at the Illinois State Fair in Springfield. Enthusiastic audiences saw the programs produced in the studio (center picture) and watched them on the receivers nearby (below).

WLS also furnished the other hit show of the Fair, when the WLS National Barn Dance was selected for the fifth consecutive year to be the opening night grandstand attraction (top). The Barn Dance also opened the Wisconsin State Fair, and on September 2 will be the opening attraction at the Indiana State Fair.

Folks staying home are not forgotten by WLS. Art Page conducts his daily Dinnerbell programs direct from all three Fairs, announcing prize winners, interviewing Fair officials, judges and winners, and covering all Fair news.

Thus, by meeting its audience, WLS makes thousands of new friends every year and cements friendships of long standing. Thus, because WLS serves its listeners doubly, in person and in its broadcasts, WLS has a loyal audience—loyal to the station, its programs and its advertisers.

WLS

THE PRAIRIE FARMER STATION

Burridge D. Butler, *President* *(Chicago)* Glenn Snyder, *Manager*

YANKEE NETWORK TERRITORY IS THE HIGH SPOT IN SPOT RADIO

SPOT RADIO has reached a new high of $35,000,000 annually.

The recent survey by Sales Management shows that New England leads all other sections of the country in spot broadcasting. It further shows that 97 of the 128 spot advertisers in New England used Yankee Network stations.

When shrewd national time buyers choose Yankee Network outlets for 75% of the spot broadcasts, there must be good reasons for so doing. One is that New England has more large, separate, prosperous markets than can be reached efficiently by a national broadcast coming through one or two New England stations. The Yankee Network provides the direct coverage needed in these important markets — spots your selling effort where it will do the most good.

The Yankee Network's 18 stations offer the greatest range for spot broadcasting in New England.

WNAC	Boston	WSAR	Fall River
WTIC	Hartford	WNBH	New Bedford
WEAN	Providence	WHAI	Greenfield
WTAG	Worcester	WBRK	Pittsfield
WICC	Bridgeport, New Haven	WLLH	Lowell, Lawrence
WNLC	New London	WLNH	Laconia
WCSH	Portland	WRDO	Augusta
WLBZ	Bangor	WCOU	Lewiston, Auburn
WFEA	Manchester	WSYB	Rutland

EDWARD PETRY & CO., INC., *National Sales Representative*

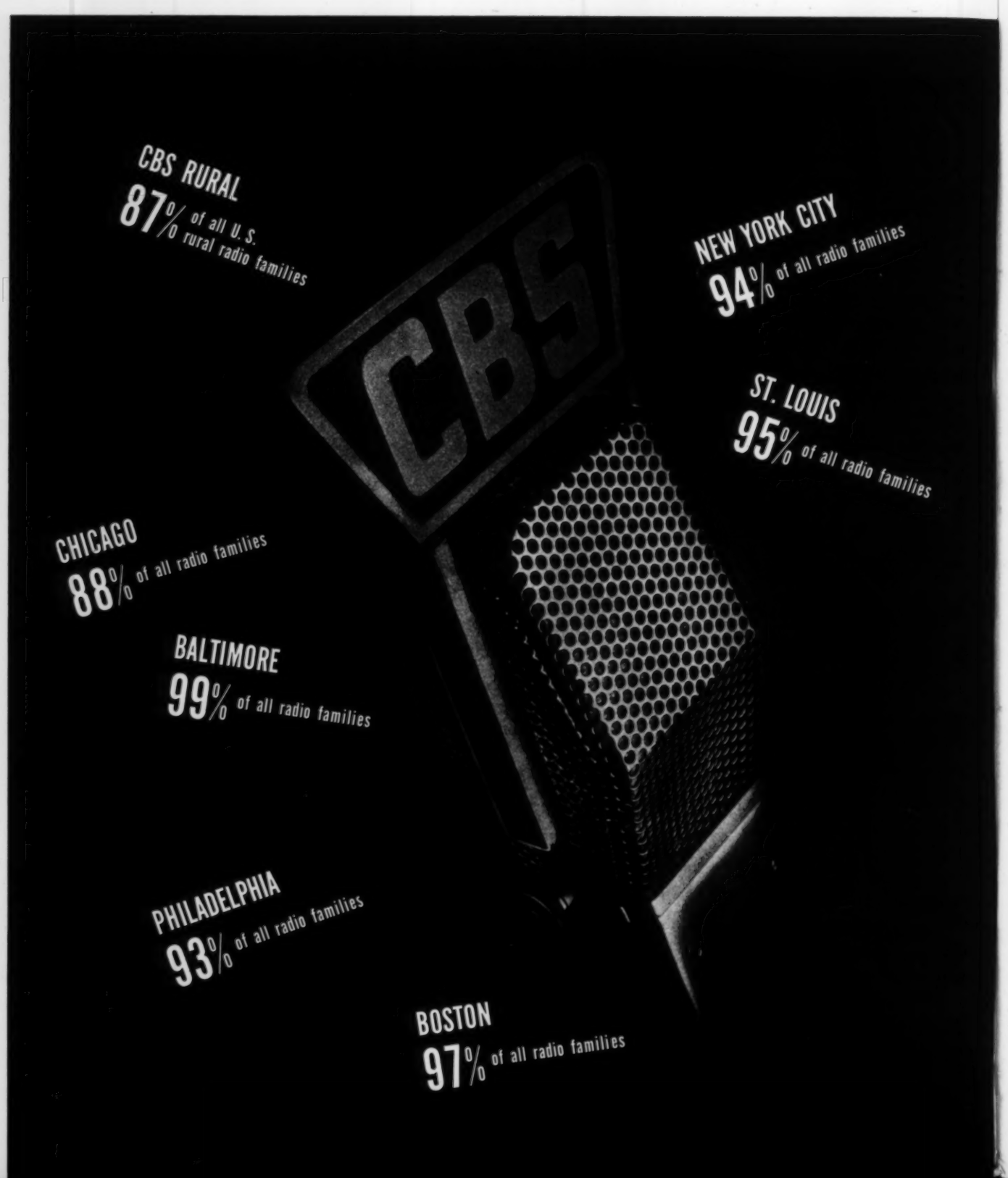
THE YANKEE NETWORK

21 BROOKLINE AVE. BOSTON, MASS.

Published semi-monthly, 25th issue (Year Book Number) published in February by BROADCASTING PUBLICATIONS, INC., 870 National Press Building, Washington, D. C. Entered as second class matter March 14, 1933, at the Post Office at Washington, D. C., under act of March 3, 1879.

23,777,600(+) listen r

(we mean U. S. Radio Families)



regularly to CBS

the largest network audience in the world★

...it's 2%...10%...maybe 20% larger than any other network's. We don't quite know—because it was measured before a striking and decisive shift in the balance of network power.

In 1937 and 1938, CBS put through a research sieve 72.7% of all *urban* U. S. radio families—and 100% of all *rural* U. S. radio families.

It took *six times* as many nationwide personal interviews as Fortune or Dr. Gallup ordinarily use—with calls carefully distributed by incomes, in every geographic area.

The research workers proved what advertisers already knew. No great "promotional" margin of leadership for any network, *but a neat and steady 2% lead for CBS over the second best network—in 1938!* Here are the figures:

REGULAR EVENING NETWORK AUDIENCES			
Radio Families	CBS Network	2nd Network	3rd Network
U. S. Urban	15,117,500	14,865,600	10,464,000
U. S. Rural	8,660,100	8,361,700	6,961,100
Total	23,777,600	23,227,300	17,425,100

But that was yesterday! People in radio know what's happened in the last 12 months—and what's happening still—to change the balance of "network" coverage, for anybody's money! In other words, these studies were made *before* the FCC re-established a maximum of 50,000 watts (instead of 500,000) for any station in the U. S. *And*—they were made *before* CBS added SIX new 50,000 watt stations to the Columbia Network for Fall '39 advertisers.

This striking shift in the balance of power makes yesterday's lead of 2% for CBS just a flurry of snow before a snow slide! Because an avalanche of change in network power, network listening and network prestige has followed on its heels! No wonder we're a little vague, today, on exactly *how much* larger Columbia's audience is than any other network's. Maybe it's 10%...even 20%! We don't know. *But this you can be sure of:*

➡ *CBS delivers more actual listeners for the advertiser's dollar than any other network. It did so last year. It does so this year. It will do so by still bigger odds through 1939 and 1940!*

Proof of this comes from the people *most* concerned with *complete* network coverage—America's largest advertisers—whose *own* exhaustive research checks and double checks every radio dollar they spend:

➡ *Each year, for SIX years without a break, more of the country's largest advertisers have used CBS than any other network!*

It's safe to put your money, with theirs, on the fact the world's largest network regularly delivers more families than *any* other!

★*Most of you who read this advertisement will know why it was written. To those who do not, may we apologize for the "faintly competitive" note it strikes—just to keep the record straight.*

COLUMBIA BROADCASTING SYSTEM

Station WWJ Congratulates the N.A.B.

THE DETROIT NEWS
WWJ
EST. AUG. 20 • 1920
920 KC.
DETROIT, MICH.

All of us at WWJ feel that the adoption of a code of standards and practices by the National Association of Broadcasters is a distinct step forward, and marks a turning point in the development of the industry.

We take particular pride in pointing out that since its inception, nineteen years ago, WWJ has operated along policy lines parallel to those embodied in the code.

Our self-regulation has gone even beyond the code limits, and will continue to do so. Operation "in the public interest, convenience and necessity" is a cardinal principle at WWJ.

W. J. SCRIPPS
General Manager

Established Aug. 20, 1920—Member Basic NBC Red Network
Represented Nationally by the GEORGE P. HOLLINGBERY COMPANY, *New York, Chicago, San Francisco, Atlanta*

Sorry about these late changes - but they're damned important!

L.Y.

Here's the West's #1 radio buy

An established news program now available on San Francisco's KGO, the NBC-Blue station commanding the lucrative Exposition market. ~~Probably the most popular newscast in the Bay Region.~~ Conducted by two of the Pacific Coast's leading newscasters. Built from full reports of *both* UP and INS. (KGO also airs AP bulletins—the only station on the Coast using all three press services.) A week's test announcement recently brought over 1500 letters from 15 states, Hawaii, Alaska and Canada asking that the program be continued. And the cost—only time rates plus 25% for complete news, talent and production. Get full details from any NBC representative.

KGO

COMMANDS THE EXPOSITION MARKET

NATIONAL BROADCASTING COMPANY.
A Radio Corporation of America Service.
111 Sutter Street . San Francisco, California

Facts Consolidated monthly recall survey rates it 13.8

FINAL PROOF

S. F. 61—Broadcasting—1 page (8½ x 11 in.) Sept. 1, 1939
National Broadcasting Company

Don't you think we should mention the recent surveys showing how successful radio news is on the Coast? One nightly Coast newscast, for instance, has just signed for its ninth consecutive year.

The KEY to this RICH Market is

LOUISVILLE
KENTUCKY

•

50,000 WATTS. 820 K.C.
C.B.S. BASIC STATION

•

Nationally Represented by
EDWARD PETRY & CO.

LOOK AT THESE WHAS POTENTIALITIES:

Total Population	5,039,828	Urban Population	2,584,815
White Families	1,199,064	Radio Homes	1,185,900
Buying Income	$2,214,269,000	Retail Sales	$1,296,831,000
Value of Manufactured Products			$2,716,481,297
Value Farm Lands and Buildings			$1,360,831,000

owned and operated by

The Courier-Journal **THE LOUISVILLE TIMES**

WFMJ

Youngstown, Ohio

Invites you to visit its new, up-to-date and beautifully appointed radio station.

Opening September 7 for daylight operation

With Associated Press and local news every hour from The Youngstown Vindicator, and the best music, entertainment and informative programs, WFMJ fills a long-felt need in the life of Youngstown, northeastern Ohio and western Pennsylvania. Advertisers will find WFMJ a necessary station for the coverage of this rich market.

The WFMJ Broadcasting Co.

Headley-Reed Company, National Representatives

New York • Chicago • Detroit • Atlanta

WITHIN THE "GOLDEN HORSESHOE"

WE HAVE *More Automobiles* THAN ANY STATE IN THE UNION

Picture an area so prosperous that seven out of ten families are automobile owners . . . where there is one passenger car to every 3.2 persons (the national average is 5.5) . . . where there are over three times as many registrations as New York City, a million more than the combined registrations of the three largest cities, more than any single state in the Union. That is a flash view of the "Golden Horseshoe," the market blanketed by WJR in Detroit and WGAR in Cleveland.

You may sell automobiles. You may not. But the auto owner rates high among the buyers of almost every product. And this vast army of them can be sold, quickly and economically too, through the "Great Stations of the Great Lakes" . . . WJR and WGAR.

THE GREAT STATIONS OF THE GREAT LAKES

W·J·R
THE GOODWILL STATION
Detroit

W·G·A·R
THE FRIENDLY STATION
Cleveland

BASIC STATIONS . . . COLUMBIA BROADCASTING SYSTEM ★ EDWARD PETRY & COMPANY, INC., NATIONAL SALES REPRESENTATIVES

BROADCASTING
and
Broadcast Advertising

Vol. 17. No. 5 WASHINGTON, D. C., SEPTEMBER 1, 1939 $3.00 A YEAR—15c A COPY

Crisis Will Not Upset American Broadcasts

By SOL TAISHOFF

Hands-Off Attitude by Government Is Predicted in Early Stages of a Conflict; Federal Officials Conferring

THE EFFECT of hostilities in Europe upon American broadcasting hardly will be discernible to the listening public insofar as station operations are concerned — at the outset in any event.

While certain regulatory steps will be taken to preserve the neutrality of the United States, there is no present disposition on the part of the U. S. Government to molest normal commercial operations of most stations. On the contrary, the Government attitude appears to be that of maintaining a "hands-off" policy, realizing that broadcasting will serve a singularly useful purpose in informing and maintaining the morale of the people.

Plans Discussed

A canvass by BROADCASTING of responsible Federal officials, in the light of the explosive situation abroad, did not yield any perceptible change in attitude from that of just a year ago, when the Hitler-provoked Czech crisis appeared headed toward open conflict. Now, as then, the Government is interested in preservation of this country's neutrality, and is giving consideration to radio and communications generally in that light.

It is true, however, that the State Department in its all-front activities evoked by the crisis, has given more than cursory thought to communications. As a matter of fact, meetings of officials of various governmental agencies identified with communications and radio were called by the State Department Aug. 24 and 25 for preparatory discussions. While at this stage only cursory thought is being given to imposition of program restrictions, it would be conveying a somewhat too optimistic impression if it were not pointed out that in times of stress this aspect inevitably comes under official purview, in connection with all media for dissemination of information. Governmental agencies simply act in an advisory capacity to the State Department, which in turn counsels with the President.

International Stations

Despite rumors that the outbreak of hostilities would see the silencing of international broadcast stations, no such word has emanated from official sources. As a matter of fact, it is understood that little thought was given in the closed sessions of departmental officials to any particular class of stations and that the conversations generally revolved around enforcement of strict neutrality through maintenance of the status quo in operations so far as possible.

There is certainly no intention, at the outset in any event, of shutting down any class of station. Rather, the plan is to indoctrinate stations with the necessity for maintenance of strict neutrality. If any general proclamation is issued relating to communications and broadcasting, it probably will outline ways and means of avoiding unneutral acts.

Discussion of censorship almost automatically is eliminated in the case of radio because of the anti-censorship provisions of the law itself. While the President is endowed with broad powers permitting him to take over all communications in time of international stress, he nevertheless cannot "legislate" on censorship and would have to look for new law on the subject. Because of this limitation by statute, it is thought such moves on censorship would be averted.

Various proposals have been drafted for the President dealing with a war emergency. These may range from proposals that he include in any neutral proclamation he may find expedient to promulgate a simple note of caution on "unneutral" acts, to actual imposition of restrictions which would be short of censorship.

At the State Department sessions, more than a dozen communications experts, representing State, War, Navy, FCC, Justice, and Coast Guard, conferred with departmental officials. Similar conferences had been held a year ago during the Munich crisis. At this stage,

(*Continued on Page 82*)

War Scare Spurs Autumn Spot Boom

Record Season Likely As Emergency Aids Active Market

BUSINESS uncertainty caused by the current war scare in Europe has not influenced broadcast advertising to date—at least not to any appreciable degree. In fact, indications of a young boom in spot have been noted since the international situation reached the acute stage.

With many agency-advertiser sources foreseeing in a European war the likelihood of a business boom in this country and with the current autumn spot market one of the best in years aside from all war aspects, the radio season just getting under way promises to be a record-breaker for the industry.

News in Demand

Frequent program interruptions and cancellations in the last fortnight for transatlantic and domestic news flashes have not resulted in complaints by advertisers. As a matter of fact, sponsors have been pleased to permit interruptions. Furthermore, they realize the value of courtesy announcements when so large a section of the general public is living through this critical period with ears glued to the radio.

Greatly enhanced interest in news broadcasts has found sponsors grabbing up such time as fast as it can be obtained. Stations and networks have added broadcasting hours, and clock-round schedules are maintained in many instances.

A check of New York and Chicago agencies and representatives indicated that no spot or network placements had been cancelled as a result of the war scare. Extensive spot schedules for fall placement that have been in the mill during the last month will go on the air in mid-September or early October as planned and contracted for, and none of the scattered cancellations can be directly attributed to the war scare.

Among the few agencies often talking about but not always starting radio for their accounts, the war scare is being substituted as a handy and convenient rationalization. Those agencies who last year said, "We're waiting until after Labor Day to see how things look before we place this business", are saying now, "We figure we'd better wait a few weeks and see how this war scare turns out before we do anything."

Consensus of advertising opinion is that if a general European war breaks out a trade boom may result in America, in which event radio will boom. Should our international trade be negatively affected by a general war it is likewise conceivable that radio advertising would drop off considerably.

Despite the fact that many of their programs have been cancelled during the intensive news coverage abroad, the majority of Chicago advertisers are pleased with the result, realizing that a single courtesy announcement reaches a greater audience during a war crisis than their programs ever reach during normal times.

Spot Activity in Chicago

Typical of the network attitude was the expression of Harry C. Kopf, sales manager of NBC-Chicago, who telegraphed Aug. 24 to the network's clients and their agencies: "During the present European crisis it may be necessary, in the public interest, to take any part, or all of our clients' time periods to broadcast developments from Europe. Where possible, courtesy announcements will be given, but there may be situations where time will not permit."

No network programs scheduled for fall have been cancelled because of conditions in Europe, according to Chicago network officials.

Spot billings for this September and October will be slightly higher than last year. The trend toward more spot announcements and

(*Continued on page 75*)

Radio in 'State of Alert' During Crisis

Quick Coverage Given As Nets Go on a 24-Hour Basis

By BRUCE ROBERTSON

EUROPE'S August crisis, bringing the continent nearer to the brink of war than at any time since the signing of the Armistice in November 1918, has been fully and fairly covered by the American radio networks, who have brought to listeners throughout the land immediate reports of every important incident bearing on the situation. It all started on Aug. 21, when the announcement that Russia and Germany had negotiated a non-aggression pact upset the hopes of England and France for lining up the Soviet Republic on the side of the democracies. Taking that as their cue, the three nationwide networks swung into action for covering the inevitably resulting reactions in the various European capitals.

Last year's September crisis, which halted with the signing of the four-power treaty at Munich, showed broadcasters the weak spots in their European coverage plans and started them experimenting with the various means of reporting the news from abroad. The annexation of Czechoslovakia by Germany in March gave American radio a chance to try out and further perfect its methods, with the result that when the present crisis arose it found radio ready and waiting.

On 24-Hour Vigil

At NBC, CBS and MBS headquarters in New York special events departments, engineers and traffic crews went on 24-hour duty. Commentators and newsmen moved into the studios, sleeping on cots between desks, eating sandwiches from nearby lunchrooms, drinking coffee brewed on the spot, hovering over news tickers or talking to their co-workers in London, Paris, Berlin and Warsaw.

Translators strained their ears to catch the news broadcasts of state radio stations in Italy, France, Germany and Poland. Jangling phones meant completed connections with roving correspondents in Budapest, Rome or Riga, ready to take the air with red hot news if network lines could be cleared and Transatlantic connections made available.

Commercials Cast Aside

Commercial programs were ruthlessly cancelled or cut into to make way for on-the-spot of-the-minute news. Transmitters stayed on the air all night, broadcasting hourly summaries and intermittent bulletins with music in between, or, if the stations did sign off, were kept warm and ready to start in again at a moment's notice. Since Thursday morning, Aug. 24, and up to the time BROADCASTING went to press Aug. 30, CBS had not interrupted its schedule. NBC has taken time out between 2 and 5:30 a. m. each night except Aug. 25 and 27, when the tenseness of the situation kept it on straight through the night, but even when the transmitters were silent, the men were on duty, waiting, watching, listening for the word that would send them leaping to their posts again. Mutual likewise kept up continuous program service through the night of Aug. 25, and since then has shut down from two to four hours each night—but always ready to take the air again at a moment's notice.

Not content with keeping Americans informed of what was going on in Europe, the networks have likewise put their international divisions on a full-time basis, to keep European listeners advised of events uncolored by the political censorships of their own countries and of the world reactions to these events. At CBS, every broadcast that goes out over the network to American listeners is also shortwaved to Europe during the entire day and night. NBC is maintaining its regular schedule of broadcasts in the various foreign tongues, but has greatly increased the proportion of news. During the early morning hours NBC broadcasts on the shortwaves in English only, having learned from previous all-night coverage that the out-of-the-country audience during those hours is made up almost exclusively of Australians who listen while they sip their afternoon tea.

Networks' Varying Methods

While all the networks maintain staffs or representatives in the chief capitals of Europe and while all attempt to bring to their listeners the voices of the statesmen most intimately connected with the solution to the crisis, each network has developed its own method of collecting and presenting the news from the front. NBC's system, as developed by John F. Royal, vice-president in charge of programs, and A. A. Schechter, director of news and special events, is to augment the coverage of its own foreign staff with frequent broadcasts by informed observers of the foreign scene, usually correspondents for American newspapers or press associations who are thoroughly familiar not only with the immediate events but also the backgrounds for and the personalities concerned with those events.

In the present situation NBC is fortunate, or foresighted, in having arranged last summer for a regular series of European broadcasts by such notable Englishmen as Winston Churchill, Anthony Eden and Alfred Duff Cooper, and such similarly famed Frenchmen as Yvon Delbos, Pierre Flandin and Edouard Herriot, all former cabinet members and all men who are certain to be recalled into high governmental service in event of a war. Hugh Gibson, former U. S. Ambassador to Belgium, is also broadcasting regularly on NBC from various European cities, in a series which, like the other, was arranged by Mr. Royal on a flying visit to Europe last July.

CBS Relies on Staff

Paul White, CBS director of public events and special features, while also making frequent use of name speakers, attempts as much as possible to make CBS coverage of the European front a staff affair, with coordinated reporting that avoids the "spotty" nature of news picked up from a number of various unrelated sources and the needless repetition of the same news that is apt to occur when the speaker does not know who preceeded him or what news his audience already has.

Columbia's favorite device is the three-way or four-way conversation between Europe and Ameri-

(Continued on page 18)

THEY COVER THE CRISIS

[See photos on page 18]

BERLIN—Wallace R. Deuel, *Chicago Daily News* (NBC); Pierre Huss, INS (CBS, NBC); *Max Jordan (NBC); Louis P. Lochner, AP (NBC); Sigrid Schultz, *Chicago Tribune* (MBS); *William L. Shirer (CBS); Melvin Whiteleather, AP (CBS).

BUDAPEST—Emil Lengyel, writer on Balkans (CBS).

BUENOS AIRES—Hugh Jenks, UP (NBC).

LONDON—Hugh Baillie, president, UP (CBS); Vernon Bartlett, *London News Chronicle* (NBC); *Fred Bate (NBC); *Howard Claney (NBC); Geoffrey Crowther, *The Economist* (CBS); Franklin Engelman, *News of the Day* (NBC); William Hillman, INS (NBC); Philip Jordan, *London News Chronicle* (CBS); *H. V. Kaltenborn (CBS); Howard Marshall, British Commentator (NBC); *Edward R. Murrow (CBS); J. C. Stark, AP (NBC); *John Steele (MBS); H. G. Wells, author (CBS); Sir Arthur Willerts, commentator (NBC).

PARIS—*Paul Archinard (NBC); Ralph Barnes, *New York Herald-Tribune* (NBC); Demaree Bess, *Saturday Evening Post* (CBS); William Bird, *New York Sun* (NBC); Kenneth Downs, INS (NBC); John Elliott, *New York Herald-Tribune* (NBC); *Thomas B. Grandin (CBS); Taylor Henry, AP (NBC); H. Laurence Hilles, *New York Herald-Tribune* (NBC); Walter B. Kerr, *New York Herald-Tribune* (NBC); John Lloyd, AP (NBC); Richard McMillan, UP (NBC); Pierre van Paassen, author (NBC); Waverly Root, *Coverage* news agency (MBS); Michael Wilson, INS (NBC).

ROME—Richard Massock, AP (NBC); James M. Minifie, *New York Herald-Tribune* (MBS); William Stone, writer on foreign affairs (CBS).

SHANGHAI—Carroll Olcott, commentator (NBC).

TOKYO—Newton Edgers, *Japan Advertiser* (NBC); *W. R. Wills (CBS).

WARSAW—Patrick Maitland, *London Times* (MBS); Richard Maurer, *Chicago Daily News* (CBS); Elmer Peterson, AP (NBC); George Podski, Polish Radio (NBC).

ROVING—*Hilmar Baukhage, London and Basle (NBC); *John Gunther, London, Riga and Tallin (NBC); *Eric Sevareid, Paris and London (CBS).

NEW YORK—*Elmer Davis (CBS); *John B. Kennedy (NBS); Eugene Lyons, *American Mercury* (NBC); DeWitt McKenzie, AP (NBC); Lowell Thomas (NBC); *Raymond Gram Swing (MBS); Dorothy Thompson, columnist (NBC); *Bob Trout (CBS).

WASHINGTON—*Earl Godwin (NBC); *Fulton Lewis jr. (MBS); *Albert Warner (CBS).

* Denotes staff correspondent.

Drawn for BROADCASTING by Sid Hix

"How do you write 'Sponsored by Consolidated Electrical, Natural Gas & Petroleum Bi-Products Company, Incorporated' in a one-inch space?"

1½ Million War Chest for ASCAP Fight

Code, Record Licenses, AFM Also on Palmer House Agenda; Kaye Report Before Board; All Stations Invited

WITH minimum requirements estimated at $1,500,000 to launch a radio-owned music supply adequate to break the grip of the American Society of Composers, Authors & Publishers, an all-inclusive non-ASCAP music plan will be laid before the special convention of the broadcasting industry in Chicago Sept. 15 by the NAB Copyright Committee. The convention will be held at the Palmer House.

Although called by NAB President Neville Miller, the convention is not restricted to membership of the trade association. Because the music problem is industry-wide, it was decided to invite all stations. Not only ASCAP, but associated music problems, such as renewal of contracts with the American Federation of Musicians, and the current phonograph record license-fee foray of manufacturers and performing artists, also will fall within the convention's purview. Ratification of methods of bringing about compliance with the provisions of the industry self-regulation code, adopted at the NAB convention in Atlantic City last July likewise will be presented.

Levy to Be Discussed

The formal prospectus for the copyright "war chest" has not been finally completed, and must undergo the scrutiny of the full NAB board of directors which will meet in Chicago two days prior to the convention before it acquires tangible form. Nevertheless, sufficient headway has been made by the Copyright Committee, working in collaboration with the NAB Executive Committee, to indicate the solicitation from the industry will be premised on 50% of the royalty payments to ASCAP in order to yield something in the neighborhood of the $1,500,000 preliminary figure.

There has been no final determination on that figure, since the views of the full board of 23 members first will be ascertained along with the detailed phases of the proposed non-ASCAP modus operandi. The Copyright Committee, which met in New York Aug. 23 with the NAB executive committee, discussed in detail the tentative plan drafted by Sydney M. Kaye, New York attorney, for an independent industry music supply, and also debated the monetary requirements together with the method of assessment.

Mr. Kaye was instructed to draft his final report, to be submitted to the board at the Sept. 13 meeting, altering his present draft in such fashion as his explorations may warrant, and after consultation with President Miller. Mr. Kaye is being assisted by Stuart Sprague, New York attorney. Mr. Kaye was in Washington Aug. 29 to check aspects of the plan. Issuance of bonds to station subscribers is understood to be a part of the project.

Because of the tentative nature of the Kaye report, and because changes are contemplated, no announcement was made as to its scope following the New York meetings. The plan will be unfolded to the industry for the first time in all its essential details when the convention opens Sept. 15.

It is a certainty, however, that the building of a tax-free music supply, basically in transcribed form, will be the nucleus. Since the rupture in ASCAP negotiations last month, the old-line transcription companies, plus newcomers, have redoubled production of tax-free and public domain music. An analysis of the availability of this type of material will be presented to the convention.

Meanwhile, Mr. Kaye has probed extensively into availability of non-ASCAP publishing houses and writers, as well as other means of encouraging original popular music for radio. Means of exploiting radio music, once the plan is under way, also have been surveyed.

Miller Claims Progress

President Miller said following the New York meetings he felt substantial progress had been made. Individual directors from the 17 districts of the NAB, together with the six directors at large, have been instructed to sound out sentiment on the proposed war chest and be prepared to go into this matter exhaustively at the Sept. 13 board meeting, preparatory to the convention. Several districts meetings may be held prior to the convention.

At the time of the convention call, it had been estimated the defense fund would range from $1,000,000 to $4,000,000 and be based on an industry assessment as against payments by individual units to ASCAP of from 25% for a $1,000,000 fund to 100% for the top figure [BROADCASTING, Aug. 15].

May Run Two Days

While President Miller expressed the hope the convention work could be completed in a single day (Friday Sept. 15), if necessary, it will run through Saturday. ASCAP, under the plan, will be the first order of business. But the phonograph record licensing campaign, which has provoked near-panic among smaller, independent stations, and the AFM contract extensions are so intimately interwoven with copyright that all of them may precipitate floor debate before a vote is possible on the war chest itself.

Though the networks have been working harmoniously with independents on the Copyright Negotiating Committee and with the NAB executives, it nevertheless appears that the extent of network participation in and contribution to the war chest will become a focal issue. Resolutions adopted by the last convention and by all branch units, such as network affiliated regionals, newspaper-owned, and independent stations, advocated a "pay-as-you-use" or per program method of royalty payment to ASCAP, along with network pro-

(*Continued on Page 84*)

IRNA Eyes Dempsey as Head; Plans Chicago Reorganization

AN INFORMAL proposal to William J. Dempsey, hard-hitting young general counsel of the FCC, to become the executive head of Independent Radio Network Affiliates, which plans to set up a permanent organization, has been made by responsible broadcasters, BROADCASTING has learned on unquestioned authority.

The proposal, it was learned, was advanced contingent upon action of affiliated stations at the special convention of IRNA to be held at the Palmer House, Chicago, Sept. 14—a day in advance of the NAB special copyright convention. Whether Mr. Dempsey is receptive is not known, since he is away on a vacation and is not expected to return to Washington until Sept. 4.

The 34-year-old attorney, who became FCC general counsel last October, was contacted on the Pacific Coast initially by Arthur B. Church, president of KMBC, Kansas City, and a member of the IRNA Reorganization Committee. It is understood other members of the committee have informally discussed the matter with him.

WILLIAM J. DEMPSEY

Presumably, the proposition envisages retention of Mr. Dempsey as chief executive officer and counsel for IRNA. However, it is doubted whether the plan would entail his full time, since Mr. Dempsey, as an attorney, obviously would desire to enter private practice of law.

Cooperation With Fly

With the assumption of the FCC chairmanship by James Lawrence Fly, it has been openly predicted that the new Chairman would cooperate closely with Mr. Dempsey. Friends are inclined to believe that Mr. Dempsey is not yet prepared to enter private practice of law and therefore discount the possibility of his acceptance of the IRNA post.

IRNA at present is affiliated with the NAB and its members do not pay dues. A voluntary organization, without by-laws or charter, it was set up in 1937 largely due to the efforts of Mark Ethridge, vice-president and general manager of the *Louisville Courier-Journal* and *Times*, which operate WHAS, and Samuel R. Rosenbaum, president of WFIL, Philadelphia, present chairman of IRNA.

At meetings during the last NAB Convention in Atlantic City in July, network affiliated stations discussed the desirability of setting up a permanent organization geared toward problems peculiar to affiliated stations. At that time the matter of a paid executive was raised and an organizing committee, headed by Mr. Rosenbaum, was directed to draw up proposed by-

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Meetings Scheduled in Chicago

In Connection with NAB Convention, Palmer House

Sept. 12

NBC Blue Network Affiliates
NBC studios—9:30 a. m.

Sept. 13

NAB Board of Directors—10 a. m.
IRNA Executive Committee—4 p. m.

Sept. 14

IRNA Reorganization Convention—10 a. m.
National Independent Broadcasters—10 a. m.

Sept. 15

Special NAB Convention—10 a. m.
Agenda (tentative):
ASCAP.
Phonograph Record Licenses
Renewal of A.F.M. Contracts
Code Compliance Provisions

Atlantic Refining Again Tops Field of Fall Grid Sponsors

General Mills Covering Pro Football Games; Other Sponsors Active in Various Areas

By J. FRANK BEATTY

ATLANTIC REFINING Co., Philadelphia (White Flash gas) again dominates the eastern football spectrum this season with a schedule of 191 games to be broadcast during the fall gridiron months on 74 stations. N. W. Ayer & Co., Philadelphia agency, handles the Atlantic account and directs announcing, schedule and merchandising plans.

The company sponsored 168 games last year on 71 stations [BROADCASTING, Sept. 1, 1937] using 40 announcers, and in 1937 sponsored 163 games on 65 stations.

Among other football sponsors are General Mills [BROADCASTING, Aug. 15], sponsoring complete schedules of the National Professional Football League, except Green Bay Packers games, which Wadhams Oil Co. is sponsoring on WTMJ; various Coca Cola bottling firms in all sections of the country; Tidewater Associated Oil Co., Associated Division, on the West Coast; Wadhams Oil Co. on WTMJ; local Ford dealers groups in some areas; numerous commentary and game results on stations in all sections.

Painless Commercials

Les Quailey, head of N. W. Ayer sports activities, again is in charge of the football broadcasts, directing the 58 announcers who will handle the games. The annual Ayer-Atlantic training school for grid announcers will be held at the agency's Philadelphia headquarters Sept. 14-15, with about 60 announcers expected to attend.

Most of the 1939 announcers have been used in previous years and are schooled in the precise play-by-play technique developed by Quailey as well as the painless Atlantic commercials. As in the past, no commercials will be broadcast during actual play. Atlantic announcers are coached in uniform delivery, especially in use of technical terms. Besides being out of the high-pressure class, Atlantic commercials will continue to be brief and to the point.

The area covered by the 191 games ranges along the Atlantic Coast from Massachusetts to Florida and as far west as Columbus, O. The football coverage is described by N. W. Ayer as most complete in the territory.

The customary intensive merchandising drive will be staged in connection with the broadcasts. Atlantic service stations will have the usual schedule books, which contain forecasts, codes and general football facts. Display material will be available and dealers will be trained in their use. In charge of the campaign is W. Wallace Orr, of the Ayer staff.

Colleges from which Atlantic has obtained football broadcast rights are Albright, Boston, Brown, Carnegie Tech, Colgate, Cornell, Delaware, Dickinson, Duke, Duquesne, Florida, Franklin & Marshall, Georgia Tech, Gettysburg, Holy Cross, Lafayette, Marvland, Miami, Muhlbenberg, Ohio State, Penn State, U. of Penn, Pitt, South Carolina, Syracuse, Temple, Villanova, Virginia, Yale.

Interlake Iron Corp., for Solvay coke, on Oct. 7 starts to broadcast eight games of Northwestern U. along with a weekly quarter-hour football forecast by Jimmie Evans, both series to be heard on WCFL, Chicago. Aubrey, Moore & Wallace, Chicago, is agency.

New York Games

WOR, Newark, will carry play-by-play accounts of the New York Giants' professional football games, under General Mills sponsorship, beginning Sept. 24 and covering a series of 10 broadcasts to Dec. 3 [BROADCASTING, Aug. 15]. Although the commentator has not been announced, WOR plans to cover out-of-town games direct from the playing field rather than reconstructing plays from wire reports. Since the station is planning to carry the MBS World Series broadcast Oct. 8, the Giants-Pittsburgh game at Pittsburgh that day will not be carried, but the other 10 Giant contests will be covered.

The Giants' schedule, aside from the Oct. 8 game which is not to be broadcast, follows: Philadelphia at Philadelphia, Sept. 24; Washington at Washington, Oct. 1; Philadelphia at Polo Grounds, N. Y., Oct. 15; Chicago at Polo Grounds, Oct.

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PRETTY Elma Kendall, of the staff of WHK-WCLE, Cleveland, will present this trophy to the most popular members of the Cleveland Indians. The trophy will be awarded at the end of the present season by General Mills to the most popular Indian voted by Cleveland fans. WHK-WCLE have signed with the Cleveland Baseball Club to broadcast home and away games for the seasons 1940-41-32, according to announcement by H. K. Carpenter, general manager.

WHEN MBS broadcast the signing of an exclusive contract to air the 1939 World Series Judge Kenesaw M. Landis, high commissioner of baseball, and J. P. Spang Jr., president of the Gillette Razor Co., sponsor of the series, sat down and talked it over. Miss Buda Baker of Maxon Inc., New York agency handling the account, and Fred Weber, MBS general manager, eavesdropped. The broadcast originated at WGN, Chicago, Aug. 17, at which time it was announced that MBS and Gillette Co. have an option on the 1940-41 World Series broadcasts.

Atlantic Grid List

WFBG, Altoona	WKAT, Miami Beach
WSB, Atlanta	WOR, Newark
WPG, Atlantic City	WNBH, New Bedford
WRDW, Augusta	WNLC, New London
WFBR, Baltimore	WDBO, Orlando
WNBF, Binghamton	KYW, Philadelphia
WEEI, Boston	WCAU, Philadelphia
WNAC, Boston	WIP, Philadelphia
WICC, Bridgeport	KDKA, Pittsburgh
WGR, Buffalo	WCAE, Pittsburgh
WBT, Charlotte	WWSW, Pittsburgh
WCHV Charl'sville	WRRK, Pittsfield
WTAM, Cleveland	WEAN, Providence
WBNS, Columbus	WJAR, Providence
WTBO, Cumberland	WPRO, Providence
WBTM, Danville	WPTF, Raleigh
WDNC, Durham	WEEU, Reading
WEST, Easton	WRVA, Richmond
WESG, Elmira	WDBJ, Roanoke
WLEU, Erie	WHEC, Rochester
WSAR, Fall River	WSAL, Salisbury
WRUF, Gainesville	WTOC, Savannah
WHAI, Greenfield	WGY, Schenectady
WBIG, Greensboro	WGBI, Scranton
WFBC, Greenville	WMAS, Springfield
WJEJ, Hagerstown	WSPR, Springfield
WHP, Harrisburg	WKOK, Sunbury
WKBO, Harrisburg	WFBL, Syracuse
WSVA, Harrisonburg	WSYR, Syracuse
WDRC, Hartford	WIBX, Utica
WTIC, Hartford	WATR, Waterbury
WJAX, Jacksonville	WBAX, Wilkes-Barre
WLNH, Laconia	WDEL, Wilmington
WGAL, Lancaster	WORC, Worcester
WLLH, Lowell	WTAG, Worcester
WLVA, Lynchburg	WORK, York
	WFEA, Manchester

Anti-Freeze Campaign

COMMERCIAL SOLVENTS Corp., Terre Haute, Ind. (Nor'Way antifreeze), will start a six-weekly transcribed announcement campaign on 33 stations between Oct. 1 and Oct. 16, including: WMAQ WHAM KSD WCKY WIRE WGAR WCAU WBCM WIBA WGY KSTP WDAY WBOW WBNS WEEI WASH WTMJ WJAR WCSH WHO WOWO WMBD WTIC WNAX KFYR WBT CKLW WBAL KMBC KDKA WRVA WMFF KVI. Agency is Maxon Inc., New York.

Gillette Sponsors Baseball on MBS

Signs October Championship; Acquires 1940-41 Option

WORLD SERIES will be broadcast exclusively on 151 MBS stations this fall at an approximate total cost of $225,000 under sponsorship of Gillette Safety Razor Co., and in addition the sponsor has also signed options with the baseball leagues and MBS for exclusive broadcast rights of the 1940 World Series. Under the terms of the contract for the 1939 broadcasts no time will be offered for sale on MBS immediately preceding or following the series broadcasts. The games will start in early October and will total eight broadcasting hours on MBS. The first game will probably start Oct. 4 in the park of the American League champion. The broadcasts will be carried in Canada via a CBC-MBS hookup, and will be shortwaved by WSLA (formerly) W1XAL), Boston.

The money paid baseball for the broadcasts, said to be $100,000, will be divided in the World Series regular pool with the major portion going to the players. The announcement of the sale of the broadcast rights to the series was made Aug. 17 in a coast-to-coast MBS broadcast which originated in the studios of WGN, Chicago. Judge Kenesaw M. Landis, baseball commissioner, signed the contract for baseball; J. P. Spang, Jr., president of the Gillette Razor Co., signed for the sponsor, and Fred Weber, MBS general manager, for the network.

Schreiber's Coup

It is understood the exclusive deal was maneuvered by Frank Schreiber, director of public relations of WGN. Mr. Schreiber was formerly a sports writer on the *Chicago Tribune* and became a close personal friend of Judge Landis during his reporting days.

Those taking part in the broadcast from WGN included William Harridge, president of the American League, Judge Landis and Mr. Spang. They were introduced by Bob Elson, sportscaster of WGN. From WAAB, Boston, Ford Frick, National League president, joined the network discussion of the new contract and the probable outcome of the series.

The first World Series broadcast was aired in 1926 by WJZ's nationwide hookup [BROADCASTING Year Book Number 1939], and sportscasters were Graham McNamee and Quin Ryan, now manager of WGN. Since then the games have been aired each year by various networks. In 1935 and 1936, Ford Motor Co. sponsored the games on CBS, MBS and NBC. Baseball was paid $100,000 each year for the broadcast rights. Last year the networks aired the games on a sustaining basis.

Quaker Oats on Blue

QUAKER OATS Co., Chicago, early in October will start a half-hour Saturday evening program on NBC-Blue in the interests of Puffed Wheat and Puffed Rice. Program will be Milton Berle's *Stop Me If You've Heard This One*, but details on the time and number of stations have not yet been settled. Sherman K. Ellis, Chicago, is agency.

RCA Postpones Record Fee to Dec. 1

Suit Is Advocated as Industry Attacks Tribute Plan

COMPLYING with a request made by a special NAB committee, RCA Mfg. Co., makers of Victor and Bluebird records, on Aug. 30 authorized a postponement of the effective date of its record licensing plan [BROADCASTING, Aug. 15] from Oct. 1 to Dec. 1. Lawrence Morris, RCA counsel in Camden, after conferences with company officials, advised NAB President Neville Miller:

"In compliance with your request and in order to extend broadcasters every possible consideration, we are willing to further postpone effective date of our license agreement to Dec. 1, 1939, provided other phonograph record companies will do the same."

Meanwhile, it appeared that a court test of the legality of the licensing plan would be pressed within the industry. The postponement request was made at a conference Aug. 24 of the NAB committee with representatives of RCA, Decca and Columbia Recording Corp. The NAB request was that the new date be fixed at Jan. 1 to permit the broadcasting industry to handle its ASCAP problem, slated for action at the special Chicago convention called for Sept. 15.

NAPA May Appeal

Meanwhile, the National Assn. of Performing Artists, founded with the idea of controlling use of recordings on the air, indicated it might appeal the RCA-Whiteman decision, on which the record manufacturing company premised its drastic license fee plan [BROADCASTING, Aug. 15]. Letters were sent both to RCA and all broadcast station licensees by NAPA executives that the record company had not been authorized to collect royalties on behalf of its members, and that it proposed to have its rights "strictly enforced".

Fred Waring, orchestra leader and president of NAPA, informed RCA Aug. 19 that his organization protested RCA's license proposal and that "we will legally resist your efforts in that direction."

Meanwhile, a storm of protest erupted from stations, primarily those with no network affiliations, against the RCA proposal. The attitude generally was that RCA had embarked upon a procedure which it could not justify on the basis of the Whiteman decision.

It was apparent that stations generally intended to stand their ground and await further adjudication of the fundamental right of record manufacturers and performing artists to collect royalties. Moreover, the proposed RCA schedule, with fees ranging from $100 to $300 per month, were described as so exhorbitant that few independent stations could stand them. Beyond that, the rigid restrictions which RCA seeks to impose on performance and announcement of its recordings were described as unconscionable by a number of station operators. Decca and Columbia, which have not proposed licensee fees contracts as yet, made no commitments whatever at the Aug. 24 conferences.

Meanwhile, many stations began to canvass the transcription field to stock up on recordings which would permit them to avoid use of recordings if that course becomes necessary. The fact that practically all of the major transcription companies offer libraries at rates equivalent to or lower than the proposed scale of RCA augured for possible wholesale substitution of recordings made for broadcast use only in lieu of license records.

Legal Doubts

Because considerable doubt exists as to the legal basis for the record licenses, further litigation is regarded as inevitable. In the RCA-Whiteman case, the decision, while by a Federal Court, nevertheless was based on the common law of the State of New York. Moreover, it applied to an extreme case in which WNEW purportedly simulated studio broadcasts through the use of Whiteman records—an unorthodox procedure seldom resorted to in record performance.

Informed attorneys who have studied the situation advanced the view that serious question exists whether either the record manufacturer or the performing artist, on the basis of the Whiteman decision or the WDAS-Waring decision in Philadelphia several years ago, would hold water upon further adjudication.

Whether the test in an appellate court will come on the Whiteman case, or in some new proceeding growing out of the proposed license fee contract, remains to be determined. Because the Whiteman decision was based entirely on the unfair competition aspect, some station owners and attorneys were of the view that if stations comply with the FCC requirement of announcing phonograph records as such, and then announce the name of the manufacturer of the record, they might avoid such implication. Because of the attitude of NAPA, it was felt in some quarters that the names of artists might readily be omitted, since by so doing there would be no element of unfair com-

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Disc Fees, Jurisdictional Questions Dominate Second Convention of AFRA

By PAUL BRINES

SECOND annual convention of the American Federation of Radio Artists met in Chicago Aug. 24-28 with 50 delegates from 10 chapters in attendance. It was disclosed that AFRA's national membership totals 8,600 radio artists, a 100% increase during the last year. Discussion centered around fees for transcriptions and the jurisdictional fight between the AAAA and the IATSE [BROADCASTING, Aug. 15].

A detailed report by the National Transcription Committee was made to the convention and a resolution was adopted urging the AFRA national board to negotiate. The exact fees approved by the convention were not announced, but it is understood they are generally in line with those of the network commercial code. The discussion of the jurisdictional dispute resulted in a vote to support the national board in any action it may see fit to take.

Entertainers' Union

Resolutions in support of the National Wages & Hours Act and for the restoration of the Federal Theatre Project were voted by the convention as was a resolution opposing any changes in the Wagner Act. It was recommended to the convention by Mrs. Emily Holt, AFRA executive secretary, that all types of entertainers be united in one big union. Many members of AFRA are also members of the Screen Actors Guild, Actors Equity and the American Federation of Actors, paying dues to each of the unions.

It is estimated about 30% of AFRA members pay dues to one or all of the above organizations. In New York about one-fourth and in Los Angeles about one-half of the AFRA members pay "half dues". Other chapters of AFRA are not so affected, less than 3% of the Chicago chapter paying dues to any other organization. The convention approved the "one big union plan" with a provision that the locals retain a "reasonable degree of autonomy".

Lawrence Tibbett, AFRA first vice-president, presided at the opening meeting, during which routine convention business was disposed of and committees organized. From New York came Emily Holt, AFRA executive secretary; George Heller, associate secretary; Everett Clark and John Brown, national board members. Delegates represented the local chapters of Los Angeles, New York, Chicago, San Francisco, St. Louis, Denver, Cleveland, Cincinnati, Detroit, Racine. No delegate attended the convention from the Miami chapter, the 11th local of AFRA.

Among those elected to the AFRA board for the coming year were Ray Jones, executive Secretary of the Chicago local; Sam Thompson and Virginia Payne, both of the Chicago local; Edgar Bergen, Jack Benny and Carlton Cadell, of the Los Angeles local; John McGovern, of the New York chapter.

Arbitration of the AFRA code for local Chicago broadcasts had not begun as BROADCASTING went to press. The arbitration board has not yet been selected nor was any action taken at the AFRA national convention on the Chicago situation. Arbitration will be sought in late September only with those Chicago stations that have signed a network code, it is understood. Should such arbitration be concluded, the strategy appears to be that the remaining stations will have to come in on a similar basis.

No Fees Planned By U. S. Record

New Firm Gets AFM License And Appoints Officers

ANNOUNCING that it is contemplating no licensing plan and would levy no fees beyond the original purchase price for use of its records "for any purpose whatsoever", whether for home use or broadcast, United States Record Corp. has started production and distribution with an initial catalog of more than 700 standard and classical selections. The new record firm received a license from American Federation of Musicians Aug. 11, and on Aug. 15 held its first business meeting and election of officers.

The firm is merchandising two classifications of records, the "Varsity", retailing at 35c, and the "Royale", featuring classical selections, from 75c to $1.25. Production and deliveries have been started from the factory at Scranton, Pa., according to Eli E. Oberstein, vice-president of the company. It is planned to furnish regular weekly and monthly releases in all classifications.

No Fees Planned Now

Commenting on the recent record licensing developments, Mr. Oberstein told BROADCASTING Aug. 24: "Until we're forced to issue licenses by factors outside our control, our plan is to allow any user of phonograph records to use our product for any purpose without further payment of fees to us beyond the original purchase price." Under U. S. Record's license from AFM, the company is required to label each recording "not licensed for commercial use", Mr. Oberstein pointed out, although it is empowered to grant other licenses if developments require them.

Officers of the company, announced following the Aug. 15 meeting, include:

Charles M. Hemenway, of Paine-Webber & Co., president; Mr. Oberstein, formerly of RCA Mfg. Co. and Columbia Phonograph Co., vice-president; Lowell A. Mayberry, Palm Beach, Fla., treasurer, and Mortimer S. Gordon, secretary. On the board in addition are Raymond S. Pruitt, attorney for American Airlines and New York Shipbuilding Co.; Sydney Newman, Boston; Wesley Simpson, textile manufacturer; S. P. Quackenbush, president of Quackenbush Warehouses and president of the Chamber of Commerce of Scranton, Pa.

The company, closely affiliated with the Scranton Record Mfg. Co., Scranton, manufacturing unit of the organization, also includes among its members: Allan H. Sturges, president of Pilgrim Trust Co., Boston; W. L. Hutcheson, of the AFL; Dr. Noble, president of the First National Bank, Scranton; Weston Scranton, president of Scranton iron, coal and steel mills, and Louis Oppenheim, president of Scranton Dry Goods Co. Herbert Young is national sales manager, William Cone New England and New York sales manager. Ed Denham, formerly of RCA-Victor, is sales manager for Southern territory.

CROWN CORK & SEAL Co., Baltimore (cans for beer, metal closures), will use spots on eight Midwestern stations this fall. Harry B. Green & Co., Baltimore, handles the account.

Fly Will Preside At Next Meeting Of FCC, Sept. 7

New Chairman Confers With McNinch on Policy Topics

THE NEXT meeting of the FCC, probably Sept. 7, will be presided over by its new chairman, James Lawrence Fly, who takes his oath of office Sept. 1 as successor to Frank R. McNinch.

Mr. Fly returned to Washington Aug. 29 for conferences with Chairman McNinch preparatory to taking over the helm. He has spent the last month cleaning up his affairs as general counsel of Tennessee Valley Authority and special counsel for the Bonneville Dam. Mr. McNinch, who relinquished the chairmanship due primarily to ill health, is expected to receive special assignments from the Government as counsel in power matters.

While Mr. Fly made no comment regarding policy matters Aug. 30 when he visited the retiring chairman at the FCC, it was clear that he proposed to move slowly on both personnel and policy. He said he would take his oath of office promptly on Sept. 1, after which he would meet informally with members of the FCC who may be in town at that time. Work will not get under way until after Labor Day.

Hearing Deferred

Chairman McNinch, in his conferences with Mr. Fly, has acquainted him with the policy and personnel problems of the FCC. While no formal word was forthcoming from either quarter, it was presumed that Mr. McNinch advised his successor of the internal strife within the Commission, particularly about the "opposition" element.

Some significance was seen in the fact that a postponement was ordered in the hearing scheduled for Sept. 11 before a special FCC committee on the application of New York's Mayor F. H. LaGuardia, for revision of rules governing relay broadcast stations designed to open the issue of use of shortwaves for domestic station hookups, in lieu of telephone links. Commissioner George H. Payne, almost constantly at cross-purposes with Chairman McNinch during his tenure, was to head the committee to hold these hearings, the appointment, it is reported, having been made when Chairman McNinch was absent.

Bringing New Personnel

Whether this postponement from Sept. 11 to Oct. 16 grew out of the McNinch-Fly conversations, was not disclosed. There was some conjecture regarding appointment of another commissioner to preside over these hearings, in view of their importance.

It is expected Mr. Fly will bring to the FCC in due course personnel from TVA or other governmental agencies. However, it was apparent that he proposed to move cautiously. Miss Julia Josephs, secretary to Chairman McNinch both at the Power Commission and at the FCC, is expected to remain in that capacity with Mr. Fly. Miss Charlotta Gallup, Mr. Fly's private secretary at TVA, also is expected to serve in a similar capacity with him at the FCC.

Reports of far-reaching staff changes immediately upon Mr. Fly's assumption of office were discounted, at the start, in any event. It was obvious the incoming Chairman intended to survey the personnel situation, and possibly after consultation with his colleagues and advisors, decide upon changes or expansion. Mr. McNinch's recommendations also will be taken into account in that connection.

McNinch Plans Report

The new chairman has been on the Pacific Coast, in Texas and in Tennessee since his appointment July 27, to wind up his affairs prior to assuming the FCC helm. In Dallas, his home, he visited the studio and transmitter of WFAA on Aug. 17 and witnessed an impromptu facsimile experiment. While in Dallas he visited his brother, County Judge Ben Fly, and other relatives.

Policy considerations have been at a standstill at the FCC since Mr. Fly's appointment under specific orders from President Roosevelt, who instructed Commissioners individually by letter to withhold such matters until the new Chairman assumes office.

Chairman McNinch was in his office Aug. 28-30 to clean out his personal effects and turn over to his successor the "unfinished business." He told BROADCASTING that he deferred his planned ocean trip, following his resignation, on advice of physicians but that he might yet make such a cruise preparatory to entering law practice. He said he had discussed with Government officials matters pertaining to handling of certain Government cases but that no final arrangements had been made.

Mr. McNinch, in vastly improved health following his protracted rest, said he would submit to the President shortly his report on his stewardship at the FCC, which dates back to Oct. 1, 1937. Whether this report will be made public, he said, will depend upon the White House. He said he proposed to outline reforms in FCC operations instituted during his tenure as well as certain recommendations on future procedure.

A second report, to be submitted to the President by Mr. McNinch, will deal with the whole subject of international broadcast allocations. This does not involve the international "censorship" issue which flared up several months ago in connection with language used by the FCC in rewriting the rules pertaining to international broadcast service. It deals with the whole broad subject of allocation of frequencies for international broadcast stations and whether they should be privately or governmentally maintained. An interdepartmental committee, comprising officials of various governmental agencies, has engaged in a study of this problem under Chairman McNinch intermittently over the last two years.

The retiring chairman reiterated views he expressed following acceptance of his resignation by the President July 27, at which time he said he would not again undertake administrative work because of his frail health.

CHANGE in command of the FCC took place Sept. 1 when James Lawrence Fly (left) took over the chairmanship from Frank R. McNinch. The angular Texan visited his diminutive predecessor Aug. 30, at which time this picture was made. Upon suggestion of an obstreperous reporter, Mr. McNinch went through the motions of handing to his successor a miniature, lapel-model eight-ball, not discernible here.

'Magic Key' Discontinues Sept. 18

RCA MFG. Co., Camden, will discontinue *Magic Key of RCA* following the broadcast of Sept. 18. Program, for several years broadcast Sunday afternoons on NBC's Blue network, was scheduled to be dropped in the late spring, but instead was shifted to a Monday evening hour, 9-10, on the same network. No future plans have been announced, although it was stated that a different type of program, with a direct sales appeal in contrast to the *Magic Key's* purely institutional nature, might be substituted in the spring.

Refusal of Reply To Priest Alleged

REFUSAL of WJR, Detroit, to accept programs in answer to Father Charles E. Coughlin on Aug. 30 brought a formal complaint to the FCC from Rev. Walter E. Cole, spokesman for the Unitarian Fellowship for Social Justice and a Unitarian minister of Toledo.

In a telegram to Chairman Frank R. McNinch, Rev. Cole requested that the FCC "take the necessary action" to force the station to afford "equal opportunity" to both sides of controversial questions, "or that its license be revoked." The Fellowship had broadcast a series of three programs in July over WJR, CKLW and WMBC, all in Detroit, and it was charged in the telegram that the program scheduled for Aug. 30 had been rejected by WJR.

The new schedule of programs, handled by U. S. Adv. Corp., Toledo, has been placed on 11 stations for half-hour evening periods, both transcription and live, on Aug. 30 and Sept. 6, 13 and 20. The stations are WGAR WCKY CKLW WBAX WSPD WKBO WGBI WAAB WJAS WLEU and WRAW.

It was indicated that the Unitarian series will be expanded, primarily on stations used by Coughlin. The telegram read:

I have just been denied use of contracted time on Station WJR, Detroit, to discuss controversial issues raised by Father Coughlin in regular broadcasts on that station. Father Coughlin has been using a full hour weekly on WJR to express views and opinions on current topics, and to make charges and insinuations against various individuals and groups. This same station now refused to grant me time to analyze and question Father Coughlin's statements.

Prior to a previous broadcast over WJR, delivered on July 31, station officials objected to mention of Father Coughlin by name in my address. After a conference they agreed to permit the broadcast to go on the air. On Aug. 22 arrangements were made and a contract was signed for a series of four broadcasts, sponsored by the Uniatrian Fellowship for Social Justice, in which I was scheduled to discuss the questions of social justice and those who, like Father Coughlin, are in our opinion endangering American democracy. Station WJR stipulated that its attorneys must see the text of the address five days in advance of the broadcast, which was scheduled to go on this evening. Text of the speech was submitted to William A. Alfs, counsel of WJR, last Thursday, six days in advance. Mr. Alfs approved the manuscript as to libel, stipulating one minor change which was acceptable to me. The following day Mr. Uridge, an official of WJR, spoke by telephone to Mr. Harold Barrett of United States Advertising Corp., Toledo, Ohio, representing the Unitarian Fellowship for Social Justice, and informed him that, although he had not read the manuscript, he had been informed by Mr. Alfs that the speech contained an attack upon Father Coughlin. He stated his desire to cancel the contract, but agreed to read the manuscript and listen to the transcription before making a final decision. Yesterday, just one day before the scheduled broadcast, Station WJR telegraphed the following message to Mr. Barrett: "Re Unitarian broadcast text of script not acceptable. Therefore cancelling schedule. Wire collect disposition of recording and script."

In reply to a telegram of inquiry from me, Mr. Leo Fitzpatrick of WJR, asserted in a wire that my script "is entirely out of accord with policies of WJR as discussed with you several weeks ago."

Station WJR is licensed by your Commission to serve the public interest, convenience and necessity in accordance with its established American radio practice of giving equal opportunity to have both sides presented on controversial subjects under similar broadcasting conditions. In this instance, WJR is not following this accepted American radio practice and is not therefore, I believe, operating in the public interest, convenience and necessity. It is in effect acting as the vehicle for one-sided propaganda rather than for free discussion. I respectfully request, therefore, that your Commission take the necessary action to have WJR give equal opportunity for the expression of both sides of controversial questions, or that its license be revoked."

Possible Ratification of Pact By Mexico in September Seen

Temporary Provision for Border Stations or Unqualified Approval Now Contemplated

DESPITE repeated delays and several rebuffs, ratification of the Havana Treaty, which would make possible the reallocation of broadcast station assignments on the American Continent, is foreseen in September by the Mexican Senate, according to latest diplomatic advices reaching this country.

Two possibilities now are seen, under which the treaty provisions might be ratified: (1) Inclusion of reservations whereby six channels earmarked for use of Mexican stations in the interior of the country would be used temporarily by the so-called border stations; (2) ratification of the treaty by the Mexican Senate without reservation, which would eliminate border stations but with a supplementary provision regarding maintenance of clear channel status for several stations in the interior of the country.

The Mexican Senate meets in special session Sept. 1. Several weeks ago the State Department was advised that the Senate would ratify the treaty if reservations regarding maintenance of the border stations were acceptable. Subsequently, however, it was learned that the Mexican Association of Broadcasters, headed by Emilio Azcarraga, owner of XEW, Mexico City, was advocating ratification of the treaty in its original terms by the Senate and looked forward to favorable action early in the new session.

Bi-Lateral Pact

The plan endorsed by the private Mexican broadcasters headed by Mr. Azcarraga, it was said, was for a bi-lateral agreement as between the United States and Mexico, under which some four clear channels assigned to Mexico under the terms of the treaty would be protected in the United States. The plan was to hold its frequencies on an exclusive basis in order to permit eventual use of high power by the occupants. While this proposal is in conflict with the treaty allocation terms, it nevertheless is regarded as far more acceptable to the United States, Canada, and Cuba than the previous proposition for retention of the border stations. It might have the effect of eliminating several duplicated assignments on the particular frequencies contemplated in this country but it is felt the stations as earmarked probably could be accommodated in some other way.

Since Canada, Cuba and the United States already have ratified the Havana Treaty, only Mexico's approval is necessary. The Treaty provides that its terms shall become effective one year from the date of final ratification (Mexico's) but it is expected that through mutual agreement the four countries could voluntarily expedite this phase and set a six-month deadline. The majority of the stations in the United States would be shifted from 10 to 30 kilocycles under the proposed Treaty terms [see BROADCASTING *1939 Yearbook* for treaty text].

Border Station Issue

Elimination of the border stations, for the most part operated by former American broadcasters such as Dr. John R. Brinkley and Norman T. Baker, was one of the principal desires of the United States in working out the Havana Treaty two years ago. These groups, however, apparently were successful in blocking the treaty ratification in the Senate on two occasions. As a consequence, the alternative suggestion came from Mexico for retention of the border stations as a condition precedent to approval of other terms of the treaty, either by Senate ratification or through administrative agreement.

Operator License Criticized by ACA

TYING in closely with a letter sent to the FCC by Samuel R. Rosenbaum, chairman of IRNA and the NAB labor committee (see page 53), the American Communication Assn. has forwarded a petition to the FCC to allow renewal of outstanding First Class Telephone Operators' Licenses on a basis of "satisfactory service", without requirement of any qualifying statements as to details of assignments or a preponderance of transmitter duty. ACA represents WCAU, KYW, WFIL, WIP, WIBG, WPEN, WDAS, WHAT, WPG and WCAM.

The petition, conceived by ACA but signed by members and non-members alike, declared that "the need is certainly indicated for a more comprehensive system of insuring that each operator can be reasonably sure of keeping abreast of all pertinent releases from the Commission", pointing out that the average operator is not apprised of new rulings soon enough to allow him to make the best use of his opportunities for best complying with license requirements.

Called Hardship

"We feel that it isn't cricket to deprive a man (with some past experience and who holds a certificate testifying that he passed his examination) of an unqualified renewal of his license on the strength of his past performance and his employer's attesting to his present capabilities," the petition continued. "Not only would a too-literal application of the somewhat indefinite wording of certain paragraphs work havoc in the peace-of-mind heretofore enjoyed by the foregoing group of broadcast men, but it also militates against the equally large group of operators who are assigned to part-time transmitter duty; in fact, against all but those who undeniably spend a major portion or all of their working hours at a transmitter."

Wm. West Buys WTMV

CONTROL of WTMV, E. St. Louis, Ill. local, would pass into the hands of William H. West Jr., its present manager, under a transfer of ownership application filed with the FCC Aug. 29. Under the deal, Lester E. Cox, now holding 66% of the stock, would sell his 370 shares in equal parts to Mr. West and Carlin French, of E. St. Louis. They would pay a total of $50,000 for the stock. With the 130 shares already owned by Mr. West, one-time manager of KSD, he would be controlling stockholder. Mr. Cox also holds 25% interest in KCMO, Kansas City, and 23.6% interest in the corporation operating KGBX and KWTO, Springfield, Mo.

BASEBALL TELECAST
Gives Fence Signs a Break, NBC Discovers

A PREVIEW of sponsored sports telecasting was given New York televiewers on Aug. 26, when NBC presented a visual broadcast of a double-header between the Brooklyn Dodgers and the Cincinnati Reds. Dramatizing his commercial announcements for the sponsored sound broadcast of the games on WOR and WHN, New York, Red Barber donned a gas station attendant's cap for his Socony-Vacuum Oil Co. announcements, and held up cans of motor oil and insect spray as he talked.

When he gave his between-inning commercial copy for Procter & Gamble, two cakes of Ivory Soap were clearly visible beside his microphone. And while speaking for General Mills he poured out a dish-full of Wheaties from a plainly labeled box, demonstrating how easily it combines with sugar and cream and fruit into an appetizing breakfast food.

Advertisers whose messages are painted on the ball park's fence got extra value that day, as well, for their signs, especially the Gem razor ad in the right field, showed up as well on the television receiver screens as in the park. It seems probable that when sponsored television arrives, sponsors of ball games will have to take over the billboards at the parks as well, or see other advertisers get as much benefit from telecasts as they do.

N. Y. Milk Campaign

NEW YORK STATE Bureau of Milk Publicity, New York, through J. M. Mathes, New York, will start its sixth annual advertising campaign Sept. 25, using five spot announcements weekly for 26 weeks on WOKO WNBF WBEN WGR WESG WNEW WHN WHAM WHEC WGY WFBL WSYR WIBX and one major New York City station, as yet undecided.

Canada Dry's Gains

CANADA DRY GINGER ALE Co., New York, which sponsors the weekly *Information Please* program on NBC-Blue, reported a gain of 99% in net profits for the quarter ending June 30 with a total of $360,143 as compared to $180,868 for the corresponding quarter in 1938. Gross sales for the second quarter in 1939 totaled $3,991,518, against $3,646,008 for the same quarter last year.

GABRIEL HEATTER, who abandoned his regular newscasting duties and retained only his assignment as narrator on *We, The People* in order to take a three-month rest, is writing a book of radio reminiscences.

Affiliates of Blue To Meet Sept. 12

Meeting Is Set for Chicago; Supplementaries Included

A GENERAL meeting of NBC-Blue affiliates at NBC studios, Chicago, Sept. 12, to discuss possible revision of affiliate contracts and other pertinent problems, was announced Aug. 28 by Keith Kiggins, director of the Blue Nework. A meeting of basic Blue network affiliates with NBC executives, scheduled for Aug. 29 in New York, was cancelled.

The Chicago meeting was called because of the special NAB convention set for Sept. 15 to consider ASCAP and related problems. NBC decided to open up the meeting to supplementary stations as well as to the basic Blue outlets, who first had requested the meeting during the NAB convention in Atlantic City last July.

New Option Time Plan

Basic Blue affiliates at a meeting July 10 in Atlantic City called by Samuel R. Rosenbaum, president of WFIL, discussed tentatively an arrangement whereby every other hour around the clock would be optioned to NBC in lieu of the present arrangement covering a little less than half of the station operating time. The theory advanced was that idle time now under option to NBC could well be converted into revenue if available for schedules rather than subject to cancellation under NBC's prior call. Most of the NBC basic Blue outlets also are on MBS.

At that time affiliates were assured by NBC executives that the outlook for the Blue was brighter and that a concerted drive for business was expected to yield worthwhile results. Messrs. Kiggins and John Norton, also assigned to the Blue Network, were to draft plans for the Blue affiliate meeting.

In a telegram to Blue Network affiliates, Mr. Kiggins said that overwhelming station approval for postponement of the meeting so it would precede the NAB Convention had been received. He set the time for 9:30 a. m. at NBC studios in Chicago.

Meet With Top Officials

It was explained that several Western station managers had complained about the earlier meeting in New York, because it would entail another trip to Chicago two weeks later. NBC queried all stations by wire on their preferences and it was reported that all save a few asked for the later date.

It is expected that in addition to the Blue Network executives, recently designated to devote full-time to its operations, NBC top officials also will participate in the session. These include President Lenox R. Lohr, Executive Vice-president Niles Trammell, Stations Vice-president William S. Hedges, Washington Vice-president Frank M. Russell, and Pacific Coast Vice-president Don Gilman.

Movie to Use Spots

METRO-GOLDWYN-MAYER, New York, plans to use 1 to 6 announcements daily in October in 40 cities to promote showing of its new film, "The Women."

NBC'S TWO NETWORKS were regularly fed by staffmen from European capitals with frequent interpersions by press correspondents. Among staffmen on duty, day and night, were (upper, l to r): Max Jordan, NBC European director, from Berlin; Hilmar Baukhage, Washington commentator on roving assignment in Europe; Fred Bate, London chief; John Gunther, noted author, roving assignment; (lower, l to r): Howard Claney, announcer, London; Paul Archinard, Paris; Howard Marshall, commentator, London; Earl Godwin, commentator, Washington.

Radio in 'State of Alert' During Crisis

(*Continued from page 12*)

ca, usually including New York, Washington, London and one other European city, in which each speaker can hear the voices of the other three and the audience can hear all four. Developed by A. H. Petersen, assistant traffic manager of CBS, in cooperation with CBS engineers, during the crisis of last March, the system requires only two Transatlantic radiotelephone channels instead of the eight channels usually necessary for such a hookup. Before each of these multiple conversation broadcasts, White buys five minutes extra time, which he uses to advise the speakers what is already known in America and in coordinating their presentations so that repetition is avoided and the full broadcast period devoted to new news available only from each particular city in the hook-up.

Sources of News

Like the newspapers, the broadcasters depend for much of their news on the regular news services, AP, UP, INS and Transradio. AP makes its news available to the networks without charge for sustaining use as a "public service" function; the other news services sell their news for broadcasting as they do to newspapers. Both Mutual and NBC currently use AP news and an AP ticker has been installed at CBS, although service to this network has not been started. Another source of news used by all networks is the material broadcast by foreign stations. Twenty-four hours a day each network monitors the news programs from London, Berlin, Rome, Moscow and Warsaw. For this purpose, CBS is using the booths it erected at Forest Hills, L. I., for use in covering the tennis matches, finding this out-of-town location an excellent one for picking up the sometimes faint signals of the foreign transmitters.

Mutual uses Press Wireless shortwave facilities for most of its foreign pickups, particularly for the news in English broadcast by the state-controlled stations of the countries of Europe, which it records and broadcasts unchanged each evening from 11:15 to 12:15. This unique system, developed last year by G. W. Johnstone, MBS director of special features, is Mutual's particular contribution to international news coverage. The recordings give an excellent picture of the way each government abroad suppresses or colors the news to suit its own particular purposes and shows, probably better than could be done in any other way, how much better the average American is informed of happenings abroad than are the people living in the countries where these events are taking place.

Although its limited budget prevents for MBS the elaborate foreign coverage maintained by CBS and NBC, Mutual has recently organized a European staff, composed of newspaper correspondents in Berlin, Paris, Rome and Warsaw, who also act for MBS when needed. This staff is headed by John Steele, full time MBS representative abroad with headquarters in London.

Kaltenborn in London

The outstanding success of H. V. Kaltenborn, CBS ace news analyst, in interpreting and commenting on the news from abroad during the Munich crisis of last fall has led to the extensive use of commentators by all networks this year. With Kaltenborn temporarily in London until Aug. 29, assisting Edward Murrow, regular CBS representative there, CBS engaged Elmer Davis, political writer and a first ranking interviewer and commentator, to interpret the news for its audiences. Davis and Albert Warner, CBS correspondent in Washington, usually hold down the American corners of the nightly conversational news round-ups on CBS. Kaltenborn was due back in New York Aug. 31 after a flight across the Atlantic, and was scheduled to take up duties in the CBS studios forthwith.

In addition to John B. Kennedy in New York, NBC has also engaged Dorothy Thompson, foremost woman commentator, for a series of daily interpretative broadcasts on the international situation. Earl Godwin, president of the White House Correspondents Association, is NBC's Washington commentator.

Raymond Gram Swing, Mutual's chief commentator, has moved into the MBS New York studios on 24-hour duty, sleeping and eating within a few feet of his microphone and the Transradio and AP news tickers which supply the news basis for his three regular and other special daily interpretative broadcasts. Fulton Lewis jr., MBS correspondent in Washington, likewise broadcasts several times a day for MBS on the Government's attitudes and activities in international affairs.

MUTUAL'S STANDBYS were (l to r), Fulton Lewis jr., Washington; Raymond Gram Swing, New York; John Steele, London; while at Berlin Sigrid Schultz, of the *Chicago Tribune*, was brought in frequently.

COLUMBIA'S policy was to depend as far as possible upon its own staff radio reporters. Upper photo taken during a recent New York parley shows (l to r), Paul White, director of news events handling the behind-the-microphone details; Edward R. Murrow, chief of CBS European staff, London; Thomas Grandin, CBS representative, Paris; William L. Shirer, chief of Continental staff, Berlin. Lower photos (l to r), Albert L. Warner, Washington; Elmer Davis, foreign news analyst, New York; H. V. Kaltenborn, Berlin and London, who flew back to New York Aug. 30.

On the theory that at-the-moment news from Europe is of more general interest than anything else on the air, NBC and CBS show no hesitation in cancelling or interrupting commercial programs to broadcast programs or bulletins from abroad. Mutual, however, takes pride in the fact that by careful placement of these news breaks and foreign programs it has had a minimum of rebatable interruptions to its commercial broadcasts.

Commercial Rebates Policy

All networks have adopted the same policy regarding rebates. If the interruption is for a bulletin lasting only a few seconds, no rebate is made. If, however, the interruption runs into minutes, then the advertiser is rebated a pro rata percentage of his total time cost. How much these rebates will add to the cost of the crisis coverage no network executive will even guess at now, but when in one day (Aug. 24) one network (CBS) cancelled 14 quarter-hour programs and interrupted three others for

(*Continued on page 80*)

XUM

"Morning, noon and night—
they're ALWAYS following that guy!"

● Dr. H. B. Summers of the Kansas State College has just recently completed his annual survey of radio listeners' habits in Iowa. . . . Using the best modern "sampling" methods, forty investigators made personal interviews on 9000 families. Every county in Iowa was represented in proportion to its population.

Naturally enough, a vast amount of invaluable data was uncovered—data which will prove of tremendous interest to every advertiser who is active in the Midwest. Not the least important fact revealed is the *overwhelming dominance of WHO in Iowa*—a dominance which we believe is unmatched by *any* other radio station, in *any* other state of the Union!

WHO is "heard regularly" by 81.5% of all Iowa radio families during the daytime—by 78.3% after 6 p.m.!

WHO is "listened-to MOST" by 50.9% of all Iowa radio families during the daytime—by 49.8% after 6 p.m.!

The printed report of Dr. Summers' survey gives the detailed analysis on these and dozens of other all-important facts. If you haven't yet received your copy, please write for it. And in the meantime, you might want to be mulling over this question: *Where else in the Union is there another State in which the radio families use ONE station, to the same extent as WHO is used in IOWA?*

WHO

+ *for* IOWA PLUS! +

DES MOINES . . . 50,000 WATTS
J. O. MALAND, MANAGER
FREE & PETERS, INC., National Representatives

2 great organizations combine their showmanship and many years of experience to give you this tested transcribed program . . . The same "team" that gave you The Lone Ranger transcriptions

"The Green Hornet"

WRITE for the GREEN HORNET PRESENTATION—Tells the complete story about this tested audience-building program and its merchandising possibilities.

KING-TRENDLE
Broadcasting Corporation
Station WXYZ Detroit

Electrical Transcription Service

NATIONAL BROADCASTING COMPANY
A Radio Corporation of America Service
RCA Building, Radio City, New York • Merchandise Mart, Chicago

Here's The Show You've Been Waiting For

ALL SPONSORS REQUIRED TO USE 2 PROGRAMS WEEKLY

"The Green Hornet" TRANSCRIPTIONS

IMMEDIATE RELEASE FOR ALL MARKETS SUBJECT TO PRIOR SALE

Half-Hour Dramas Created by the Producers of "THE LONE RANGER"

Modern Mystery Drama of a One Man Crusade Against Lawbreakers that Cannot Be Reached By Legal Methods.

A Newspaperman by Day—A Sinister Crime Smashing "Green Hornet" by Night

Each Broadcast a Separate Story
Unlimited Supply For Long Time Schedule

"The Green Hornet" will be produced as a 15 Episode Movie by Universal Picture Company ----Always a distinction and popularity builder for any radio program

KING-TRENDLE
Broadcasting Corporation
WXYZ
DETROIT

NATIONAL
Broadcasting Company
ELECTRICAL TRANSCRIPTION SERVICE
RCA Bldg., Radio City New York
Merchandise Mart Chicago

Court Holds Economic Interest Vital

FCC Declares Ruling Inconsistent With 'American Plan'

A NEW era of broadcast regulation, which may entail limitation of competition in the industry when new facilities are asked, is foreshadowed by the sweeping opinion of the U. S. Court of Appeals for the District of Columbia in the WMEX-Yankee Network case, involving the authorization of a high power regional assignment for WMEX in Boston in lieu of its present local status. In its far-reaching decision, the court completely scuttled the FCC contention that competition, even to the extent of destruction, does not constitute an appealable interest.

Though the court, in its momentous decision Aug. 14, dismissed the appeal of the Yankee Network from the FCC grant to WMEX, it nevertheless wrote a 17-page opinion in which it set out to determine finally what it described as "this important question of economic interest". While the court chastised the Commission for its position as to unlimited competition, it nevertheless sustained the Commission's grant to WMEX on the ground that Yankee Network had failed to prove that the anticipated competition would necessarily result "in such severe loss of operating revenue as to impair its service."

Asks Reconsideration

The FCC, in a new pleading filed with the court Aug. 24, took issue with the court's finding, contending it was based on an improper premise and arguing that it strikes a body blow at the "American system of broadcasting". It pointed out that dire things might happen to commercial broadcasting if the new legal principle is permitted to stand and asked the court to reconsider the jurisdictional question in its entirety.

It was felt in some quarters that the sweeping opinion, even though it blasted the FCC-espoused theory that the court could not entertain appeals involving economic and competitive issues, nevertheless clothed the Commission with broad powers. By holding that the FCC, and the court as the reviewing tribunal, can take into account competitive factors in order to insure service in the public interest, it was thought the Commission might be in a position to inquire into every aspect of station operation to ascertain whether reasonable returns by stations would be affected by the licensing of new stations or the improvement of facilities of existing stations in given areas. The extent to which it can inquire into program service rendered by stations also might be opened up in the light of the opinion, according to views expressed in both official and industry quarters.

The new Commission plea did not come in the WMEX-Yankee Network case, but was raised in a supplemental brief which was filed in the appeal of KTSM, El Paso, from the decision of the Commission granting the application of Dorrance Roderick, El Paso publisher, for a new station in that city. The FCC said that the jurisdictional questions involved in the El Paso and WMEX appeals are identical.

To bring forcibly to the court's attention the seriousness and far-reaching effect of its ruling in the WMEX case, the FCC filed a motion for leave to submit the supplemental brief in the Tri-State case. The supplemental brief then was appended to the motion, which first must be entertained by the court. This follows legal form, though it is not incumbent upon the court to grant the motion. Should it deny the motion, then the supplemental brief, of course, automatically will be disregarded.

"Not Controlling"

William J. Dempsey, FCC general counsel, and William C. Koplovitz, assistant general counsel, argued in the supplemental brief that the court based its conclusion in the Yankee Network case on a statement made by the Commission on one occasion which was not "controlling". The attorneys alluded to the observation made by the FCC that it was entirely in accord with the view that if the effect of the granting of a new license would be to defeat the ability of the holder of an outstanding license to carry on in the public interest, the new station application should be denied. It continued that the Commission now desires to make the claim that it does not "contend, concede or admit" that this expression represents a proper interpretation of the Commission's duty under the law.

The unrestricted competition theory was advanced by FCC counsel in briefs and oral arguments presented before the court in several cases, including the WMEX appeal. On Aug. 2, the court first indicated it was not in sympathy with this view, by abruptly denying an FCC petition for rehearing without a written opinion in the so-called Dubuque case [BROADCASTING, Aug. 15]. The Commission already had served notice that it would seek a Supreme Court review of the issue because of its fundamental importance.

Economic Issue

An anomolous situation was created by the WMEX opinion since the court sustained the Commission's action by dismissing the Yankee appeal, while at the same time meting out to it a severe blow by refuting its economic contentions. The FCC cannot seek a Supreme Court review of the WMEX case, though it is expected the fundamental economic question will be raised before the highest tribunal should the lower court reaffirm its stand even after the supplemental petition filed by the FCC.

The minute detail in which the court covered the competitive issue in the opinion written by Associate Justice Justin Miller and concurred in by Chief Justice D. Lawrence Groner, had the effect of sweeping aside all other declarations on this score and of writing new law. In some circles it was felt the major portion of the opinion could only be regarded as dicta, since it did not deal with the merits of the Yankee appeal. Associate Justice Harold M. Stephens concurred "in the result."

In the supplemental petition filed in the El Paso case, the FCC said that the jurisdictional question was whether an appeal could be taken from an order of the Commission granting a construction permit for a new station upon the grounds that the operation of the new station will cause financial injury through competition for advertising revenue, however great such financial injury might be. The FCC took the position that no appeal is permitted under the law because the financial loss threatened by such competition is "damnum absque injuria" (damage without injury) regardless of the extent of such loss.

No Immunity in Law

Insisting that there is nothing in the law which entitled a licensee to "an immunity from unlimited competition," the FCC argued that in all aspects the business of the licensee is governed by the same common law principles which govern the business "of the butcher, the baker, or the candlestick maker." It added that in the entire history of radio regulation, not a single instance is known of a refusal by the licensing body to issue a license for a new station because the effect would be to cause several losses to an existing licensee. The court was told that it has cast serious doubt upon "the adequacy of the American System of Broadcasting" in its decision. It said that if the court's dictum as to the Com-

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DISC-TINCTIVE is the use made of an ordinary 16-inch transcription and a bandanna handkerchief by Olive Dunne, of WICA, Ashtabula, O., in designing her new chapeau. The hat, says Miss Dunne, is "a lot more practical and a lot less silly than many you'll see". Incidentally, she's planning to study fashion design and merchandising —so watch for her creations in the future.

Procedure Sliced By Appeals Court

Smaller Records, Less Costly Litigation, Speed Sought

NEW RULES governing appeals from FCC decisions to the U. S. Court of Appeals for the District of Columbia, designed to expedite litigation, reduce the size of the records, and cut down costs, were promulgated Aug. 16 by the appellate tribunal.

Emphasizing particularly its desire to "shorten the record and thereby to reduce the costs of appeal", the court said that if any party has not in good faith attempted to comply with the spirit and purpose of the new rules, it will "impose costs of the appeal, in whole or in part, upon such party or his attorney." In a decision Aug. 2 in the so-called Dubuque case [BROADCASTING, Aug. 15], the court for the first time in a radio appeal assessed a portion of the litigation costs against the intervenor.

Brevity Demanded

In specifying that brevity shall prevail and that all matter not essential to the decision of the questions presented shall be omitted, the court said that for any infraction of these provisions it may withhold or impose costs as the circumstances of the case and the discouragement of like conduct in the future may require, and that costs may be imposed upon "offending attorneys or parties".

In cases where any party is permitted to intervene, the court said it would make such adjustment of costs or adjustment on extension of the time for oral argument as appears to be equitable.

The new rules, which became effective Sept. 1, were ordered by the court following informal conversations both with the FCC Law Department and officers of the Federal Communications Bar Assn.

Seek Original Music

GENERAL FOODS Corp., New York, (Maxwell House Coffee), which on Sept. 7 returns to the NBC-Red network with a new version of *Good News*, will use a new feature in the weekly program if successful in procuring enough American composers to write original compositions for that show. Meredith Willson, musical director of the show, contacted composers during his mid-August stay in New York, to interest them in the idea. A reported sum of $500 for each song composed exclusively for the program is planned. The new Maxwell House series will be produced entirely by Benton & Bowles, agency servicing the account. Donald Cope, Hollywood production manager, will be in charge. Along with Willson's orchestra, the program will feature Fanny Brice, Hanley Stafford, in their Baby Snooks act; Connie Boswell, vocalist; Roland Young, guest talent and master-of-ceremonies, not announced at this writing.

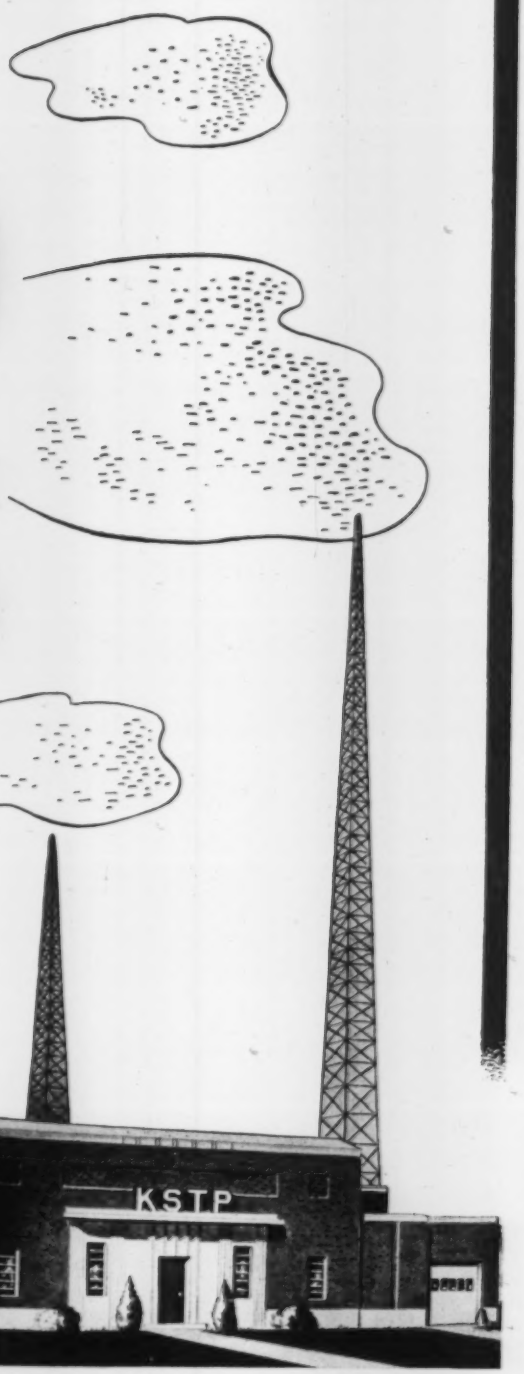
Grimwood Buying KLCN

FRED O. GRIMWOOD, consulting radio engineer of Evansville, Ind., has entered into agreement to purchase KLCN, Blytheville, Ark., 100-watt daytime station on 1290 kc., from Charles Leo Lintzenich. FCC approval is being sought.

The Northwest's Leading Radio Station . . . Studios in Minneapolis and St. Paul

KSTP 50,000 WATTS

NBC BASIC RED NETWORK



KSTP's technical staff now is completing a new 50,000 watt installation, with the latest type transmitter and towers, guaranteeing maximum efficiency.

For 11 years, every authentic survey shows KSTP to be dominant in the 8th Retail Market . . . The Northwest.

Rates will not be increased until actual tests show clearly the size of our additional market coverage.

For rates and schedule, address Ray C. Jenkins, General Sales Manager, KSTP, Minneapolis and Saint Paul; or Edward Petry and Company — National Representatives, New York, Chicago, Detroit, Los Angeles, St. Louis and San Francisco.

Grants of 5 kw. Night Slowed By Regional Wave Conflicts

Locals Are Likely to Get 250 w. Night Quickly; Regionals Expected to Settle Differences

ENGINEERING conflicts are expected to slow up the FCC in its authorization of 5,000-watt night power for many regional stations, though a majority of the local stations, applying to increase power to 250 watts night under the new rules, may be accorded that authority in swift order.

Of the 319 stations classified as regionals on the radio roster, approximately 175 eventually are expected to acquire 5,000-watt night operation. Altogether, the FCC has some 100 such applications before it, either filed since the change in the rules permitting the power increases, or which were on the pending docket before the rules were modified. Based on preliminary engineering studies, it appears that only one out of each ten of these applications raises no engineering question. This does not necessarily mean that the applicants must go to hearing.

Agreements Sought

Tentatively, the FCC Engineering Department plans to ask regional station licensees, whose 5,000-watt applications show engineering conflicts, to attempt to work out their differences among themselves and with the Commission on a channel basis. It may develop that informal conferences will be called for that purpose, with stations assigned to given frequencies called in groups for the discussions. Where the adjustment cannot be made harmoniously, hearings will be ordered upon proper application.

The FCC also has before it some 28 applications from stations requesting duplication on clear channels. In about half these cases, it appears, such applications can be granted under the new rules without hearing, by virtue of the classification of the former clear channel stations in the secondary clear category permitting duplication. Where there are conflicts with the rules, the FCC presumably will deny the applications, though the applicants can insist on hearings.

In the local channel classification, stations have been applying for the 250 watts night authorization in large numbers. About 150 such applications already are on file, and 13 already have been granted. There are 357 local stations and it is expected that another 125 probably will be granted the new night power without hearing. Stations already using 250 watts daytime will have no trouble but those using 100 watts both day and night, in no few instances must undergo technical changes, including antenna, to qualify for 250 watts night.

No frequency shifts will be involved in the changed status of station operations under the new rules. The actual reallocation must be held in abeyance until the terms of the Havana Treaty are ratified, formally or administratively, by Mexico.

To expedite handling of the welter of power applications, three engineer-inspectors from the field were called in for temporary assignment to the Broadcast Section. They are Carl A. Johnson, from the New Orleans office; Robert M. Silliman, St. Paul, and Henry Underwood Graham, Baltimore.

Ford to Resume

FORD MOTOR Co., Detroit, which continued on CBS throughout the summer with a special summer musical series, will resume its usual winter program featuring the Ford Symphony Orchestra and Chorus Sept. 24 in the 9-10 Sunday evening period on CBS. N. W. Ayer & Son, Philadelphia, places the account.

Opry Film

WSM's famous 14-year-old program *Grand Ole Opry* will become the vehicle for a full-length motion picture to be produced by Republic Studios under a contract signed in Nashville Aug. 21. To carry the title of the program, the picture is scheduled for early fall production with many stars of the WSM four-hour program to appear in the movie version. William Berke, producer, flew back to Hollywood following signing of the contract to launch the writing of the scenario. While a number of nationally known programs and radio performers have been starred in full length motion picture production, selection of the WSM program, along with title and cast principals, was regarded as an innovation.

N. Y. Net Staff

CARL CALMAN, general manager of WINS, New York, and vice-president and general manager of the New York Broadcasting System, new regional network which begins operations Sept. 5, has announced the personnel for the network, as follows: Edward Lennon, WINS sales manager, becomes sales manager of the network; E. K. Johnson, former sales manager of WSAY, Rochester, and WABY, Albany, is assistant sales manager; Al Grobe of the WINS publicity department is traffic manager; Robert Cotton of WINS will be production manager, and Paul Von Kunitz, chief engineer of WINS, will hold the same position with the new network.

Stokely Tests Strip

STOKELY Bros. & Co., Indianapolis (canned vegetables), on Sept. 25 starts a five-weekly 15-minute strip show on WHK, Cleveland, and WGST, Atlanta. The test campaign was placed through Gardner Adv. Co., St. Louis.

KTAT Becomes KFJZ In Fort Worth Transfer As Latter Goes Off Air

FOLLOWING the acquisition of KTAT by Mrs. Elliott Roosevelt, wife of the general manager of the Texas State Network [BROADCASTING, Aug. 1], the Fort Worth regional station's call letters were changed to KFJZ and it became the key outlet of TSN. At the same time, in conformity with the FCC decision authorizing the $101,570 purchase of the station, Mr. and Mrs. Roosevelt surrendered the license of their 100-watt KFJZ and it went out of existence. Its 1370 kc. facilities, however, have been applied for by R. Early Willson, part owner of KABC, San Antonio, in partnership with Earl Cullum, Dallas consulting engineer, and T. W. Davis, seeking a new local outlet in Dallas. Also applicants for new local outlets in Dallas on 1370 are V. O. Stamps, local printer, and A. L. Chilton, chief owner of KLRA, Little Rock, and a resident of Fort Worth.

With the change, Mr. Roosevelt announced that the entire KFJZ personnel has been moved into the KTAT quarters in the Hotel Texas and the program schedules of the two stations have been merged in the new KFJZ. Manager of the station is Gene Cagle; commercial manager is Charles Meade, formerly with WLW, Cincinnati; program director is Roy Duffy, and publicity director is Forrest W. Clough, who is also TSN educational director.

Mr. Roosevelt also announced that all of the 23 stations of TSN have signed new 10-year contracts, effective with the network's first anniversary Sept. 15. Twenty of these stations were with the original TSN setup, changes having been effected in three localities. At Amarillo KGNC was replaced by KFDA; at Beaumont, KRIC was replaced by KFDM, and in Fort Worth KFJZ assumes the facilities of KTAT.

Effective at midnight Aug. 24, KFJZ inaugurated 24-hour-a-day service. It has also applied for 5,000 watts fulltime on its new 1240 kc. frequency, on which it now uses 1,000 watts day and night.

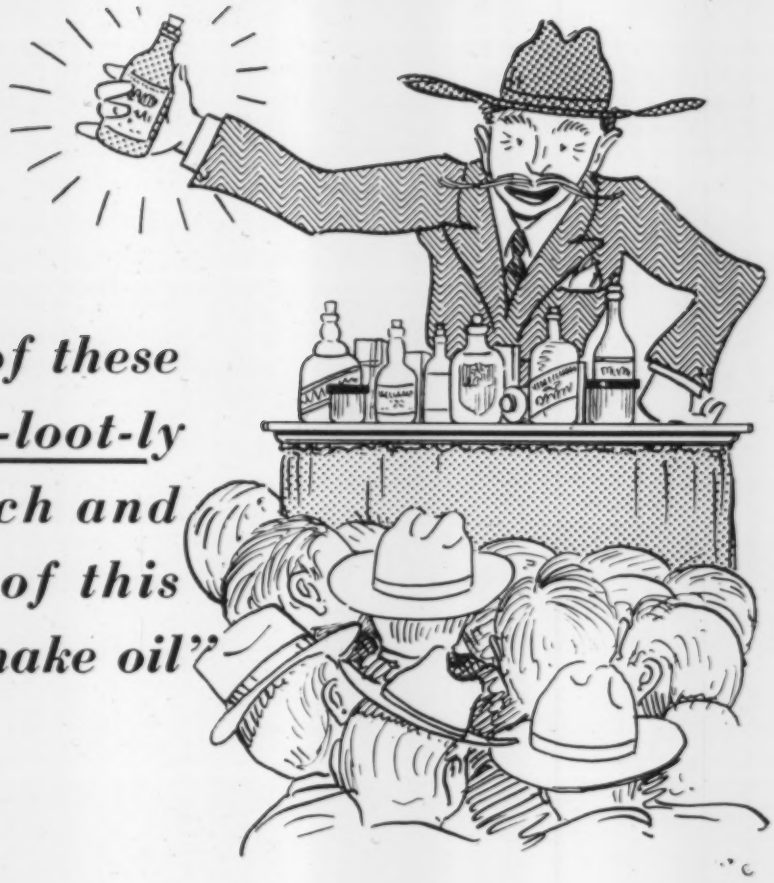
New Suffolk, Va. Local

THE FCC has adopted a final order making effective on Aug. 20 its proposed findings of last July 13 approving a new local station in Suffolk, Va. It will bear the call letters WLPM and will operate with 100 watts night and 250 day on 1420 kc. Incorporators of Suffolk Broadcasting Co., holding the construction permit, are Fred L. Hart, druggist; Frank E. Butler Jr., lawyer, and Leo Brody, Kinston, N. C. merchant, each owning one-third of the authorized stock.

Insurance Campaign

NORTH AMERICAN Accident Insurance Co., Newark, during the first week in October will start a fall campaign of quarter-hour news programs one to three times weekly on 30 to 40 stations. The company on Sept. 11, starts 12 quarter-hours weekly of United Press news on WHN, New York. Franklin Bruck Adv. Corp., New York, places the account.

THE IMPOSSIBLE was accomplished by Caryl Coleman, Pacific Coast radio director of Botsford, Constantine & Gardner, when he cleared time simultaneously on all 11 stations in the San Francisco-Oakland-Berkeley area for MacFarlane Candy Co. A five-minute transcribed program was used on the 11 stations during the week begun Aug. 14. Client features "Awful Fresh MacFarlane". Eight schedules were drawn before time was cleared. Around the perplexed Coleman are (l to r): Dave McKey, KJBS; Merwin McCabe, KFRC; Carl Nielsen, KYA; Ray Rhodes, KGO-KPO; Howard Smith, KLX; Fred McPherson, KRE; Howard Wilson, KROW; Charles Hopkins, KSAN; W. Morse, KLS; Frank Oxarart, KSFO.



"...and all of these things ab-so-loot-ly free with each and every bottle of this mar-vee-lus snake oil"

WOAI is neither running a "medicine show" nor selling "snake oil".

Believing that the effectiveness of exaggerated claims and special deals went out with the medicine man, WOAI adheres rigidly to the code of ethics adopted by the National Association of Broadcasters . . . and to the form of the AAAA contract. There are no special concessions to any advertiser . . . either in rates for station time, "extra" merchandising services or special talent "deals." WOAI does not . . . and will not . . . cut rates directly or indirectly under the guise of "combinations" . . . since such practices seldom prove profitable in the long run . . . to the station, to the advertiser or to his product.

WOAI . . . designated by the Federal Communications Commission as the "Class I" radio station in San Antonio . . . is justly proud of its outstanding record of seventeen years' progressive operation in the Southwest, under the **same management.**

The continued association of hundreds of national and local advertisers with WOAI over a long period reflects their well-merited confidence in WOAI's far-reaching influence.

In scheduling your radio advertising in the Southwest, study WOAI coverage maps . . . note the greater reach of 50,000 watts, **day** and **night**, on a cleared channel . . . based on **accurate** field-strength measurements of independent engineers and on **thorough** mail analysis.

Inspect the exhaustive report of WOAI's listener preference . . . as shown by the **only** authenticated comprehensive survey of listeners ever made in the San Antonio territory and **released** to advertisers. Consider the fact that there is no finer, more modern studio and transmission equipment in the Southwest . . . nor more capable station personnel.

Compare . . . and you will place your advertising schedule with confidence . . on WOAI.

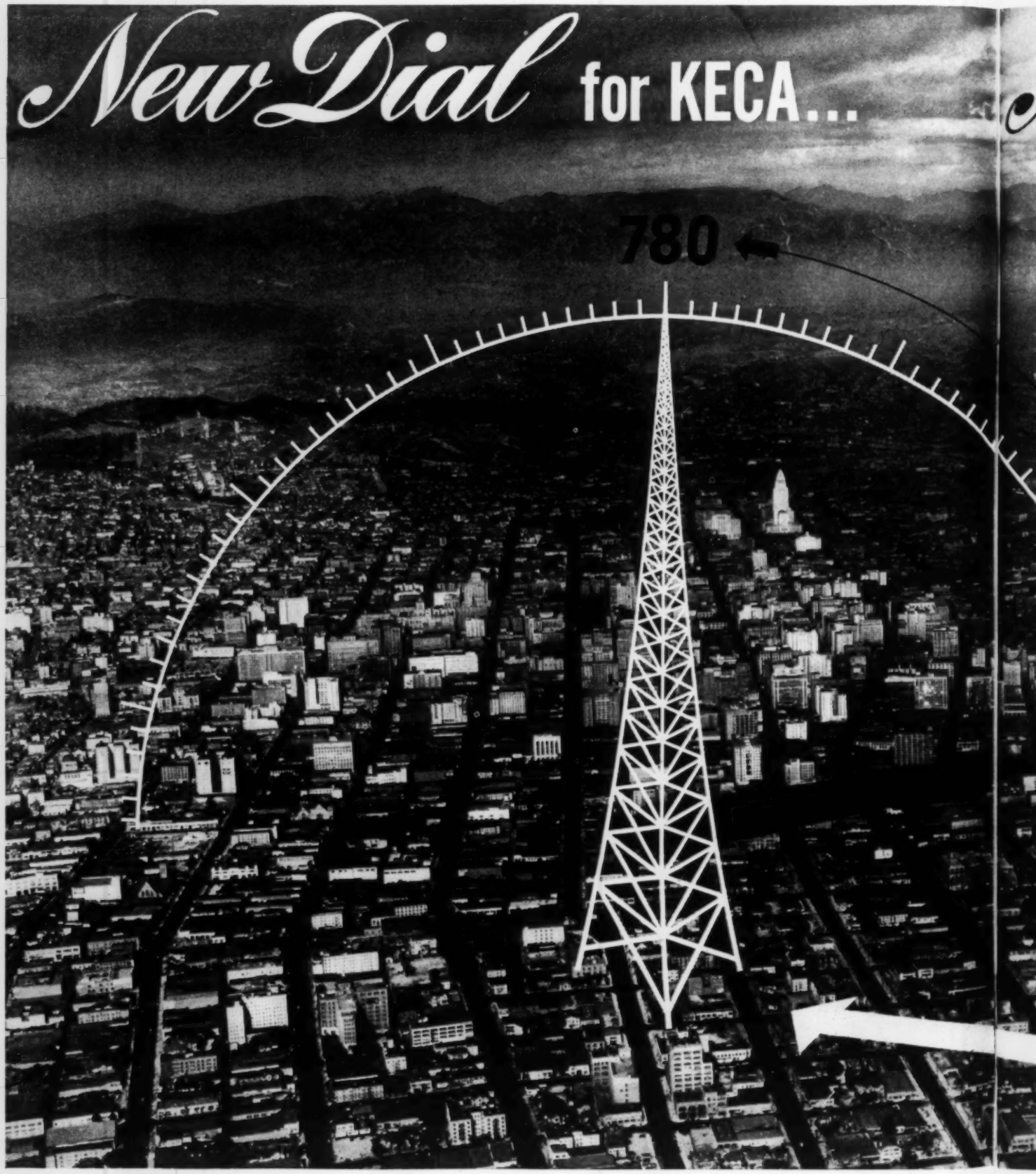
WOAI

San Antonio

50,000 WATTS • 1190 KILOCYCLES
CLEARED CHANNEL

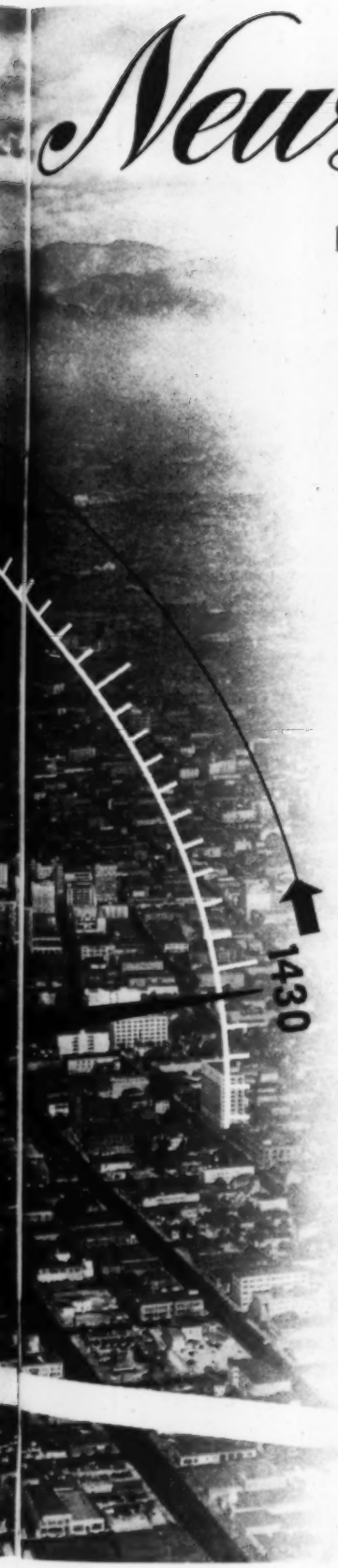
"The Most Powerful Advertising Influence in San Antonio and the Southwest"

NBC, RED and BLUE • REPRESENTED EXCLUSIVELY BY EDWARD PETRY & CO., Inc. • TEXAS QUALITY NETWORK


New Dial for KECA...
780

New Deal for ADVERTISERS

Blue Network multiplies signal strength in Los Angeles...another bonus for advertisers on America's most economical national medium



In Los Angeles...America's fourth largest buying market... listeners now tune in at 780 on the dial for KECA. And thousands of new families... rich and with three chickens in the pot... are brought in as added coverage by KECA's new transmitter location, nearer to the better residential areas.

This apparent miracle was accomplished by taking over KEHE's frequency and also its transmitter. A simple thing to do, but one which overnight reduced local competition for listeners, by eliminating one station, and at the same time combined KEHE's best features, as well as its habitual audience, with KECA's—thus opening up to Blue Network advertisers a much larger slice of Southern California's best buying market. Naturally, present Blue advertisers gain these benefits at once.

The famous Blue discount plan enables advertisers to "go national" on indeed a modest budget. Now at no extra cost Blue sponsors may reach several hundred thousand additional homes in the country's fourth largest market. KECA's new frequency and transmitter location mark the Blue Network's most important improvement since the Blue discounts. For not only has it brought Blue advertisers a big circulation boost... but does so without costing one penny more.

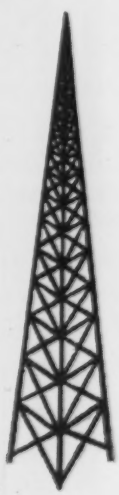
This great national advertising medium...the NBC Blue...has its stations strategically located to reach 95% of all radio families in America's major markets —and don't forget, too, it serves a goodly part of the small town and rural audience.

To sum up, you'd "Better Buy Blue" for topnotch coverage at lownotch cost... as so many other smart advertisers are doing. Get full details on the network which made an all-time Crossley peak of 53.1% in listening audience with the Galento-Louis fight broadcast. *And there are some good evening time periods still open on the Blue!* National Broadcasting Company, a Radio Corporation of America Service.

What happened when KECA's transmitter and dial position were moved?

Large increase in signal strength followed, notably in better residential areas. For example: In Hollywood area, Glendale, Burbank the new signal is 5 to 10 times as strong. In Wilshire section and Beverly Hills, 5 times as strong.

Southwestern area, including Culver City, Inglewood, Hawthorne 4 times... Santa Monica, including El Segundo and beach section 2 to 3 times as strong. Northeast area 2 to 3 times as strong... and in Pasadena area 3 times as strong!



NBC *Blue* NETWORK

"Better Buy Blue"

General Revision Of Its Rate Card Is Effected by CBS

Lower Rate - Per - Listener for Network Clients Claimed

AN AVERAGE increase of 7.5% in over-all network rates, effective Sept. 15, 1939, was announced Aug. 16 by CBS with publication of Rate Card No. 26. The new rates, representing the first general revision since late 1936, were described by the network as maintaining the CBS policy of "holding time costs to a progressively lower rate per thousand listeners". CBS officials pointed out that the rate increase was far below the average increase of coverage, power and listener reception since Jan. 1, 1937, when the current rate structure was evolved.

Changes in Station Rates

The 7.5% rise results from an average increase of $36.16 each for 56 stations and a $25 reduction for 12 stations, with the rates of 41 other stations remaining unchanged, and two new outlets, WMT, Cedar Rapids, Ia., and KWFT, Wichita Falls, Tex., added to the network—a total of 111 stations, exclusive of four bonus stations and WMFG or WHLB and WGR or WKBW, but aggregating 117 stations in 116 cities. Based on the total network common to rate cards 25 and 26, covering 109 cities, the average increase amounts to $15.83 per station, or 7.51% on the total costs for all stations.

The new rate card reflects a more balanced rate structure in terms of pricing individual stations more equally in proportion to the audience each station serves, CBS declared. Increases vary from $5 to $100 per hour, depending on the station, among the 56 affected. The new rates are effective Sept. 15, 1939 for new contracts, and Sept. 15, 1940, on present contracts.

Reviewing developments since Jan. 1, 1937, when the last general rate revision was made, apart from isolated station increases, CBS pointed out that the number of radio homes is up 14%, number of receivers up 44%, auto radios up 56%, while sets in daily use have increased from 76.4% to 84%, and average hours of daily use from 4.2 to 4.5 per day. In the same period, development and extension of CBS facilities has included an increase in total station power of 46.3%; 60% more 50 kw. stations (16, including WCKY, Cincinnati, and KWKH, Shreveport); 45 stations operating with increased power, and 66 stations operating with new and improved transmitters or antennas.

The basic network under Rate Card No. 26 comprises 26 cities, compared with 25 currently. This reflects the addition of Cedar Rapids as a basic station and Harrisburg as a basic optional, while Worcester becomes a basic supplementary. Because Cedar Rapids will not be available until May 1, 1940, only 25 stations will be required for the basic network, under the new rate schedule, until that date.

WELI, New Haven, Conn., begins full time operation September 4, operating on 930 kilocycles with 500 watts day, 250 watts night.

EASTERN CORN
WCHS Challenges WHO to Show Taller Stalk

CHALLENGING Iowa to produce taller corn than West Virginia, John A. Kennedy, head of the West Virginia Network (WCHS, Charleston; WBLK, Clarksburg; WPAR, Parkersburg) has started a WCHS Tall Corn Contest along the lines of that conducted annually by WHO, Des Moines, in connection with Iowa's State Fair.

Object of the contest is to obtain the tallest stalk of corn grown in the State during 1939, with six prizes of $25 to $5 to be awarded when measurements are taken Sept. 23. Mr. Kennedy has written Joe Maland, WHO general manager, challenging him to compare the winning Iowa stalk with the winning West Virginia stalk—WHO to present a roasting pig to the Governor of West Virginia if it loses and vice versa.

NBC RELAXES RULE ON STATION BREAKS

DEPARTING from its established policy, NBC recently authorized sale of 20-word station-break announcements on a limited basis on its managed and operated stations except those in New York and Chicago. Designated as "service announcements" rather than station-break time, the new commercial spots are being sold on the individual stations at the same rate as the ordinary 100-word announcement. The plan, originally revealed to the stations in mid-August, was approved finally by William S. Hedges, NBC vice-president in charge of station relations, late in the month.

Under the new station-break policy, time will be sold on a limited basis to local and national advertisers alike, with sale geared to allow no single client to dominate the amount of station-break time available. A heavy demand for time has been reported, but no list of the accounts placed is available, since availability inquiries and actual sales have not been completely closed, according to NBC officials.

Discs on WEAF-WJZ

NBC has authorized the use of transcriptions on WEAF and WJZ, New York, at any hour of the day or evening, effective immediately, according to an announcement by Maurice M. Boyd, manager of the national spot sales department of NBC's eastern sales division. Since November, 1937, NBC stations have been allowed to accept transcriptions from 6.30 a. m. until 9 a. m., but this policy was modified in June of this year when NBC accepted transcriptions on stations of the Pacific Coast Blue network.

Coughlin Placing

THE newly-inaugurated news and current events broadcasts sponsored by *Social Justice*, the publication of Fr. Charles E. Coughlin, radio priest, were extended Aug. 28 to WCKY, Cincinnati, which will carry five 15-minute periods daily. The list now includes WHIP, Hammond, Ind., and CKLW, Windsor-Detroit. The Coughlin agency, Aireasters Inc., Detroit, is understood to be dickering with other stations for time for the series, but only the three contracts have been completed thus far. It was said that booking of time for Social Justice is still in a testing stage.

UNION musicians of Los Angeles recently nominated Sybil Chism, organist for the *Lum & Abner* program, as Most Beautiful Organist and presented her with a scroll attesting their choice. In private life Miss Chism is the wife of Hal Bock, NBC's Hollywood press representative. Here she is shown receiving the scroll from Jack Tenny, president of the union and member of California's Legislature.

HOLLYWOOD CLAIMS NET BOOKINGS UP

TRANSCONTINENTAL commercial programs originating in Hollywood show a decided increase over last year's peak for the coming fall season, according to Coast radio circles. Donald W. Thornburgh, CBS vice-president in charge of Pacific Coast operations, who returned from the East in mid-August, announced that CBS is already 32% ahead of last fall's bookings for Hollywood originations.

Don Gilman, vice-president in charge of Pacific Coast operations for NBC, stated that Hollywood transcontinental originations for that network have already passed the peak of last season's bookings and are well on the way to further increases. Lewis Allen Weiss, vice-president and general manager of Don Lee network, reports it has more than doubled the originations scheduled at this date a year ago.

Accompanying the uptrend in commercial originations, CBS announces plans to build two new studios at Columbia Square to accommodate the increased production activity. Plans now being studied by Mr. Thornburgh and Paul Kesten, CBS executive vice-president here from New York for the expansion program, include the erection of another building to house two additional studios with seating capacity of 400. The building will occupy a portion of the present parking site.

INDEPENDENT Merchants Broadcast Co., a Minnesota firm headed by John P. Devaney, Minneapolis attorney and former chief justice of the State Supreme Court, and W. A. Steffes, theatre owner, president and vice-president respectively, has filed with the FCC for a new 1,000-watt station in Minneapolis on 1300 kc. Edward P. Shurick, for many years active in Minneapolis radio as Minneapolis manager of KSTP and later as assistant general manager of WDGY, will be general manager if a construction permit is granted.

Cummings in Temporary Charge of WWL With Departure of Callahan

WITH resignation of Vincent F. Callahan as general manager of WWL, New Orleans, to become assistant general manager of WBZ-WBZA, Boston, NBC programmanaged outlets, Albert J. Cummings, WWL auditor for the last five years, was placed in temporary charge of the Loyola University station.

Mr. Callahan

Mr. Callahan, who joined WWL May 17, 1937, had retired from an executive post with WRC and WMAL, Washington NBC-operated outlets, to take over the helm of the New Orleans station. His resignation from WWL was motivated largely by family illness, it is understood, and the desire of Mr. Callahan to return to the East.

At WBZ and WBZA, Mr. Callahan will work directly under John A. Holman, general manager, and will be in supervisory charge of sales and programs. The appointment was announced by William S. Hedges, NBC vice-president in charge of stations. For ten years prior to his association with WWL, Mr. Callahan had been with NBC as commercial head of WRC and WMAL and as assistant to Vice-President Frank M. Russell.

Mr. Cummings' appointment as acting general manager of WWL was regarded as temporary. Whether an active broadcaster will be assigned to the post or whether a Loyola faculty member will be designated to take over the station, remains to be determined. Prior to Mr. Callahan's advent, the station had been directed by Father Wallace A. Burke, S. J., now general manager of WEW, St. Louis.

Goelet Selling WGNY

PETER GOELET, scion of the noted New York banking family and owner of WGNY, Newburgh, N. Y., disclosed his intention of selling the station to the *Poughkeepsie* (N. Y.) *Courier*, a weekly newspaper, in an application filed Aug. 29 with the FCC. The sale price would be $40,000. The station recently secured a 250-watt daytime assignment on 1220 kc. Whether the newspaper plans to move the station into Poughkeepsie, where several applicants have filed for new local stations, including one said to be backed by the local daily, was not divulged. Mr. Goelet recently was seriously injured in a motorcycle accident which is said to have impelled his desire to retire from the active broadcasting field.

Fr. Gaudin to New Post

WITH the appointment of Fr. Harold A. Gaudin, S. J., as president of St. John's College, Shreveport, La., WWL, New Orleans, has a new supervising director. He is Rev. P. A. Roy, S. J., who has succeeded Fr. Gaudin as president of Loyola University, parent organization of WWL and who thus becomes head of WWL. Fr. Roy has been dean of Loyola since 1937 and is president of the Southern Association of Colleges and Secondary Schools. Fr. Gaudin is well-known in radio circles, having attended most NAB conventions in recent years.

Choose Your Market with *Fulton Lewis jr.*

Radio's No. 1 Commentator on National Affairs*

Lewis Goes on Vacation

(The European Crisis permitting)

. . . . . And look who subs for him:

William Green
Harry H. Woodring
Senator Robert Taft
Senator Styles Bridges
William R. Castle Jr.
Rep. Martin Dies
Senator Bennett Champ Clark
Boake Carter
Paul McNutt
James W. Hook
Frances Perkins
Norman Thomas
Earl Browder

Capitalize on the heightening interest in national and international affairs . . . build your audience with this natural . . . the 1940 elections are just ahead. Available as a separate buy on all Mutual Network outlets. Write or wire William B. Dolph, Station WOL, Washington, D. C.

** In a poll of all members of Congress by the Columbia Survey Inc., Fulton Lewis jr. was chosen as the favorite of statesmen by a 2 to 1 majority over any other commentator.*

Automobile Spots Remain Uncertain

Willys-Overland Plans Drive; Chevrolet Rumors Heard

PLANS for fall promotion of the 1940 model automobiles, still somewhat up in the air due to recent strikes and the uncertain labor situation, do not appear to include much more money for radio expenditure than was the case last year.

The industry is a little dubious whether the 1940 model year will prove considerably better than the 1939 results, contrary to what has been reported, and for this reason advertising spending is not likely to be appreciably enlarged unless new car buying balloons sharply.

There are straws in the wind, however, indicating that radio is definitely in the minds of the advertising managers. For instance, Willys-Overland Motors, attempting to make a comeback with a definitely redesigned car for 1940, plans to use radio spots along with other mediums to develop public interest in the new offerings. This company has not been on the air for many years. The agency is U. S. Adv. Corp., Toledo.

Most other companies will also go into spot radio at the introduction season, which will be heaviest around Sept. 15th. No new network shows are reported in consideration at this time, although reports continue that Chevrolet is considering a program of the general description and magnitude of the recently-discontinued *Musical Moments.*

Hess & Clark Discs

DR. HESS & CLARK, Ashland, O., on Sept. 23 starts a transcribed half-hour farm program for 26 weeks on 23 stations located largely in the Midwest. Talks by Sam Guard, editor of *Breeder's Gazette*, guests, and music will be included, with announcing by Hal Culver. Stations are WLS WOWO WIRE WOC WHO WIBW KFH WELL WIBM WJIM WCCO WDAF KMOX WOW WADC WBNS WHIO WKY WHP WGAL WORK WNAX WKBH. N. W. Ayer & Son, Philadelphia, is agency.

General Foods Strip

GENERAL FOODS Corp., New York, on Oct. 9 starts a quarter-hour five-weekly program titled *My Son & I* on CBS for Swansdown Cake Flour and Calumet Baking Powder, products also promoted on the company's *Noonday Chats* program with Kate Smith. New program will feature Betty Barde and Kingsley Colton, who have appeared on the *Kate Smith Hour* in short sketches. Young & Rubicam, New York, handles the account.

WING Joins NBC

WING, Dayton, joined NBC Aug. 27—two weeks ahead of its scheduled affiliation as an optional Red or Blue outlet. The former WSMK, it recently began fulltime operation on a regular basis, has completely modernized its plant and equipment. Ronald B. Woodyard is its general manager.

Quiz Held Skill

WHEN an injunction was recently obtained against the city of Chicago on behalf of Mars Inc. so its *Dr. I. Q.* quiz show might continue from the stage of a local theatre, the city filed for a dissolution of the injunction [BROADCASTING Aug. 1]. On Aug. 17, Daniel A. Covelli, to whom the case had been referred as master-in-chancery, upheld the injunction and ruled that the program was a contest of skill and not a game of chance. A city ordinance forbids theatres to give away merchandise or money when chance is involved and a group of independent theatre owners had sought to bar the radio show from the stage of the Chicago theatre under the terms of this ordinance. The ruling is precedent for quiz shows originating from theatres. The injunction was obtained by Grant Adv. Agency which places *Dr. I. Q.* on 56 NBC-Red stations. The show was moved to Pittsburgh on Aug. 28 and will continue origination from the local Stanley Theatre until early October when it is scheduled for origination from a New York theatre.

WHA Renews Its Effort To Get WMAQ Facilities

EFFORTS of WHA, Madison, Wis., to secure the frequency and power of WMAQ, Chicago's NBC-Red outlet, were renewed Aug. 25 when the Wisconsin State Assembly advanced a bill to its third reading. The measure directs the Attorney General to seek authority from the FCC to expand the State-owned university station WHA by taking over the wavelength, power and broadcasting time of WMAQ, Chicago.

The bill appropriates $9,800 to the Attorney General for special counsel and $106,500 to equip and enlarge WHA, should the FCC authority be granted. The bill also provides $126,000 annually for operating expenses. The bill contemplates elimination of WLBL, Stevens Point, Wis., companion station of WHA. WLBL operates on 900 kc. with 5,000 watts daytime. WHA operates on 940 kc. with 5,000 watts day. WMAQ operates on 670 kc. with 50,000 watts.

More Call Letters

THE FCC in latter August completed assignments of call letters to all new stations authorized for construction at its July 12-13, July 26-27 and Aug. 8 meetings [BROADCASTING, July 15, Aug. 1, 15]. The complete list follows: KYUM, Yuma, Ariz.; KWFC, Hot Springs, Ark.; WFTL, Ft. Lauderdale, Fla.; WSPB, Sarasota, Fla.; WMOG, Brunswick, Ga.; WMGA, Moultrie, Ga.; KVFD, Fort Dodge, Ia.; WJPF, Herrin, Ill.; WESX, Salem, Mass.; WCAR, Pontiac, Mich.; WSOO, Sault Ste. Marie, Mich.; WJPR, Greenville, Miss.; KHAS, Hastings, Neb.; WCNC, Elizabeth City, N. C.; WGTC, Greenville, N. C.; WFIG, Sumter, N. C.; WKIN, Kingston, N. Y.; WAKR, Akron, O.; WHUB, Cookeville, Tenn.; KVIC, Victoria, Tex.; KWBD, Plainview, Tex.; WLPM, Suffolk, Va. In addition, the call letters WMAN have been issued for the newly-authorized station in Mansfield, O.; WMAM, Marinette, Wis.; WDLP, Panama City, Fla.

AT SCENE of railroad wreck in Nevada were Bob Dumm, sales promotion manager of KSFO, San Francisco (left) with Chief Engineer Roy V. Howard. They got their recording and remote control equipment to the scene by traveling 25 miles on a handcar. Inset shows Announcer Tro Harper, the other member of the station crew.

WRECK COVERAGE
KSFO Sends Crew to Remote Scene in Nevada

WRECK of the streamliner *City of San Francisco* near Carlin, Nev., Aug. 12, was the signal for the dispatching of a crew to the scene of the disaster, 1,100 miles away, by KSFO, San Francisco. Shortly after the last of the bodies was taken from the crash, KSFO was on the air with reports from the scene. Its crew fed news to the station by wire, climbing telephone poles and tapping wires to get their messages out. Portable recording apparatus was taken along, and on-the-scene recordings were rushed to Elko, Nev., and thence by plane to San Francisco.

The KSFO crew comprised Announcer Tro Harper and Chief Engineer Roy V. Howard, accompanied by Robert W. Dumm, sales promotion manager. To reach the wreck they rode a railroad handcar 25 miles across the desert. Running news accounts, as wired to the news bureau were used on Bob Garred's *Streamlined Headlines*, and bulletins were posted in the show windows of the Waterman Pen Co. which is currently featuring a KSFO window display.

Ovaltine Discs-Net

WANDER Co., Chicago (Ovaltine), on Oct. 2 starts *Orphan Annie*, five-weekly quarter-hour transcribed series, on these stations: WSB WFAA KOA WHO WDAF KSTP KXOK plus 14 stations of the Don Lee network. On Sept. 25 the firm also starts *Orphan Annie* on 16 NBC-Red stations plus WGN, Chicago, Monday thru Friday, 5:45-6 p. m. (EST), and *Carters of Elm Street* on 10 NBC-Red stations, Monday thru Friday, 12-12:15 p. m. (EST). Blackett-Sample-Hummert, Chicago, is agency.

Grove Disc on WOR

GROVE LABORATORIES, St. Louis (Bromo-Quinine), which on Oct. 2 will start *The Adventures of Sherlock Holmes* on NBC-Blue, has arranged to record the weekly half-hour programs for rebroadcast on WOR, Newark, two days after the broadcast. First rebroadcast will be heard Wednesday, Oct. 4, 8:30-9 p. m. (EST). Stack-Goble Adv. Agency, Chicago, handles the account.

Checking of Complaints Resumed by the FCC in Revision of Procedure

VALIDITY of complaints against stations relating to program operation will be verified by the FCC preparatory to notice to stations, it is indicated under procedure evolved by the Commission.

Whereas it appeared recently that the FCC had revived its old program complaint procedure by which stations were asked to submit continuities on questionable programs, it now develops that this method has been dropped. In line with a change in procedure adopted by the FCC last February, the Commission has instituted the complaint checking method. Under this process, each complaint deemed worthy of consideration will be verified. If basis for investigation is found, the FCC then proposes to ask the station for continuity or other information in connection with the program.

The FCC, after a storm of protest from within the industry as well as widespread editorial criticism, last February announced that it would completely alter its procedure on program complaints. It dropped the "temporary license" method formerly employed during the investigation period and instructed its Law Department on other procedure. [BROADCASTING, Aug. 15].

Federal Study Analyzes Industrial Market Data

DESIGNED to aid sales and advertising executives in estimating sizes and locations of their markets, along with the potential value of these markets, the Department of Commerce has published the first *Industrial Market Data Handbook*, containing complete figures, as of 1935, on industrial production, employment, value of products, cost of material, fuel and power, and output per wage earner for each of the 3,070 counties in the United States as well as for every city of more than 10,000 population. The 907-page volume also contains similar operating data on a national basis for each of the 280 industries and the 33 industrial areas of the country.

Among the tables in the new *Handbook* are compilations showing the county location of 169,111 manufacturing plants by type of industry, operations and county location of the 23,000 mines in the country by type of mining, and method of distribution of industrial goods. The Commerce Department recommends the volume particularly to industrial marketing executives, financial organizations, economists and others interested in the heavy industries.

Industrial Market Data Handbook—identified as Domestic Commerce Series No. 107—may be obtained from the Superintendent of Documents, Washington, D. C., or any district office of the Bureau of Foreign & Domestic Commerce, for $2.50.

KELLOGG Co., Battle Creek, Mich., announces the election of Earle J. Freeman as vice-president in charge of domestic sales. Mr. Freeman has been associated with the firm for the last 25 years and is a member of its board of directors.

Minus FLAVOR or FAVOR

MOST food, when cooked, must be flavored to be appetizing. Most friends, if congenial relations are to be maintained, must be treated with partiality and kindness.

Both *flavor* and *favor* contribute much to make daily living pleasant. Neither, however, should play any part in an independently conducted market research or survey.

Hooper-Holmes maintains every possible precaution to keep the final results of surveys for its clients free from *flavor* and *favor*.

We operate on the theory that our clients want honest, unbiased results . . . results that can safely be used as a reliable basis for formulating marketing policies, for changing package or product, for altering copy appeals, for winning or strengthening dealer cooperation, or for gauging size and type of audience for a publication or radio program.

Hooper-Holmes men are trained to get complete and unbiased information. Their daily reports are checked and double-checked. They know that the surest way to get eliminated from the Hooper-Holmes payroll is to be caught "fudging" or "faking".

As an additional precaution, the name of the client and product, whenever possible, is withheld from both our supervisors and field men. It is guarded with the utmost secrecy.

This precludes the dangerous factor of conscious or unconscious prejudice on part of interviewer and interviewed. The reactions and opinions obtained are all the more valuable because they have not been "guided" or influenced to show results a client *hopes* to get.

Our clients appreciate this method of doing research. They almost invariably give us repeat assignments whenever the need for a survey arises. The results may not always be what they *hope* for, but they get honest, unbiased results which they can use with complete confidence.

You are invited to discuss your research problems with us. No obligation, of course.

★

WHAT IS THE HOOPER-HOLMES BUREAU?

For 40 years (since 1899) this Bureau has been making confidential reports to insurance companies on applicants for all kinds of insurance. Most of these are made and written by trained Inspectors, all of whom are full-time men. Their work is supervised by 81 Branch Offices. They regularly cover 13,577 cities and towns in their insurance work and their efforts are supplemented by 55,000 part-time correspondents.

Address all inquiries to Market Research Division, Chester E. Haring, Director.

THE HOOPER-HOLMES BUREAU, INC.

102 MAIDEN LANE, NEW YORK

Tip to Advertisers: They Like to Listen

Radio Catches Buyers In Proper Mood to Hear Message

By ROBERT J. McANDREWS
Sales Promotion Manager
NBC, San Francisco

SOME like it sweet and some like it sour. If they want music and drama and wholesome entertainment in a relaxed environment, they can get it from the loudspeaker. If they want murder and divorce and the bizarre, they can get it from the press. At least, that's the thesis of Mr. McAndrews, who goes on to show how the man who wants to do some advertising might well consider the editorial content of the various media, and the circumstances under which messages are imparted and received. For the optimist-advertiser he advises radio.

SOMEWHERE in the dim vistas of last summer, Peter Sampson, president of Chicago's Sampson Electric Co., lighted the fire under a fair-sized teapot tempest with a circular letter. Mr. Sampson's firm is a Norge distributor. His letter, addressed to Norge dealers, went not only to those dealers but to newspapers carrying Norge advertising. The dealers agreed with Mr. Sampson's sentiments. The newspapers disagreed, most decidedly.

Mr. McAndrews

The thesis of this circular was that advertisers should bring pressure upon editors to print more cheerful news in their papers. "How is it possible," wrote President Sampson to his colleagues, "for you to obtain even a small part of the value from the advertisement you have paid for when the customer first must be thoroughly depressed and adversely influenced before he reads your message? We shall give our fullest support to our factory and their advertising agency in their endeavor to bring newspapers, and particularly the front pages, to print every possible news item which has to do with employment, reemployment, construction improvement and increase in prices."

Quoted in the Press

Several of the newspapers honored with a copy of this letter quoted it. The *Chicago Tribune* alone printed it in full. The *Tribune*, which by the way had had its share of Norge advertising reduced previous to the incident, also replied to the note in a vigorous and quite reasonable editorial.

That solid citizen of the Fourth Estate pointed out very logically that a newspaper which allows itself to be influenced into printing an undue proportion of optimistic news, when facts do not justify such reports, is succumbing to a thinly disguised advertiser's bribe.

I have waited hopefully many months for an extension of the argument. I had hoped the minor-league furor would at least overflow the teapot and splash all over the stove. But no, evidently and sadly the matter has been dropped. A week or two of platitudinous rejoinders and even the normally energetic advertising trade press has gone its way — leaving, it seems to me, an important question still basically unanswered.

None of us can criticize the attitude taken by the *Tribune* in the name of all newspaperdom. Journalism can serve advertising best only by being completely honest. If the news is bad, it's still news just the same and must be printed —as is. If there is no cheerful item in the day's crop of material, then the front page must come out figuratively black-bordered and that's all there is to it. A newspaper cannot be blamed for printing the news any more than the icebox can be blamed for not being an electric refrigerator. Each must exist according to its nature.

On the other hand, Mr. Sampson has a case, and a strong case, too. His possible mistake lies in his choice of media. If as a business man he feels that prospects must be in a cheerful frame of mind to be receptive to his commercial message, then he should place that message in a medium which induces such a mood.

A Matter of Media

The medium? Outdoor, perhaps, although here it's a gamble whether the prospective refrigerator owner reads in sunshine or in rain, on the way to a picnic or on the way to the dentist. Street car cards, maybe, if the 5 o'clock rush crowd isn't parked on the consumer's toes and in his ribs. Magazines, if the reader has just finished a pleasant story or a contented article. Moving picture shorts, if they're short enough and clever enough. Or, probably, most effective of all from this single standpoint anyhow—radio.

Newspapers and radio can and will continue their perennial squabble on circulation and coverage, readership and listenership, recognition and retention. From this one psychological fundamental, however, the points are all radio's. The cheerful mood is the buying mood.

Radio advertising, most of the time, reaches the prospect when he's relaxed and contented. Newspaper advertising, again most of the time, reaches him—or more probably her—when she's serious, disturbed, vaguely depressed. To the full load of troubles borne by the average individual, newspapers add the woes of a world; radio subtracts, by bringing forgetfulness.

The situation, of course is not all black and white. The journals have their comic strips (a few actually funny), their personal columns and their feature stories. The loudspeaker has its news and its politicals and its commentary. On the whole, however, newspaper advertisements are flanked by portentuous facts; radio advertisements by refreshing entertainment. Fifty-two per cent of all programs reported by 633 stations to the FCC for a typical 1938 week consisted of music. The network proportion, judging by the NBC yearbook of programs, is even higher: 59.7% music, two-thirds of it popular and one-third classical. Drama on the air fills from 10 to 17% of total time; variety from 3 to 9%, special events around 2%.

Cartoonists still portray the typical American male perusing the front page at the breakfast table. I doubt if the caricature remains just. In my own acquaintanceship, I know too many who prefer to start the day without the gloom engendered by wars and rumors of wars. Instead they choose even a second-rate comedian shepherding records on a "waker-upper" program. "It's hard enough to get up from a warm bed, harder yet to leave a cozy home for a tough day at the office," one told me. "Why make it any worse, and spoil my breakfast, too, by reading a lot more grief?"

Murder or Music

When I went to college, radio was hardly recognized as a vocation. Certainly there were no directly preparatory courses. I studied journalism. On graduating I asked an old friend who had been in both fields whether I should try for a newspaper job or take a chance with this new thing called radio. His reply, which I have always considered the soundest drawing of distinction between the Fourth and the Fifth estate, went something like this: "If you want to spend your days immersed in details of murder and divorce and accidents and crime, try to get on somewhere as a cub reporter. If you want to spend them in an atmosphere of music and drama and fun, see if some station will accept you as a junior announcer." One station did.

Back in 1933 Columnist Charles Caldwell Dobie, writing in a Hearst paper, could compliment editors for highlighting cheery news as an antidote to a deepening recession, while lambasting radio for its heavy emphasis on "blues". Dobie would have to reverse his field today. Radio's most successful shows are the comedy hours and the light musicales. Journalism's streamers and banners are for the war that is inevitable tomorrow or next week. Even in its news broadcast and its commentaries radio is so conservative that a fictitious story of an invasion from Mars sends its trusting adherents into frenzy of almost panic proportions.

Advertising as an institution has been attacked by its academic critics for its breeding of fear complexes. Here again the fault must be charged primarily to the printed rather than to the spoken commercial, as a result of both network censorship and of the heightened effectiveness of fear-advertising when visualized. *Printers' Ink* noted 40 new plagues trotted out by advertisers in a year's time. Virtually all of them appeared in the printed columns. The list included Headline Jitters, Five O'Clock Shadow Floor Pox, Transportation Fatigue, Birdcage Mouth, Acid Blues, Bridge Table Slump, Lobsteritis and Vacation Figure. Check how many you heard on the air.

Already I can hear editors hurling the insiduous epithet, "Pollyanna". Already I can picture them assailing this apologia pro radio as an evasion of life. And yet after all what is the essence of life? Is it necessarily mostly gloom, mostly worry, mostly serious reflections? Aren't song and laughter more native to the normal human being than astonishment and dread?

As Charles Dana Said:

The essential ingredient of news, according to the good old man-bites-dog formula, is the unusual; to make the papers, an incident must be an accident. Radio on the other hand, caters to the normal. News is in the papers because it's strange and different. Music and speech are on the air because they're natural. The one happens to the few, the others to the many. To be sure, the unusual may be cheerful. But for every Irish Sweepstakes winner there are dozens of dictator's oppressions and gangsters' crimes and speedsters' smashups.

Some advertisers will always wish their products to be considered by consumers in a mood of serious reflection, and for them the news pages continue. Some retailers will carry on with their newspaper items-and-prices for housewives who may or may not read anything else in the paper.

For Mr. Sampson and his school however, there are other alternatives. The "happy medium" is not alone that middle lane which politicians hail in the legislative chamber while they scorn it on the highway. Nor is the alleged comedian solely right who claims that the only truly happy medium is a cheerful fortune teller. There is always that other happy medium made especially for optimist-advertisers—radio.

Schulte Coupon Test

UNITED PROFIT SHARING Corp., New York, has appointed Huber Hoge & Sons, New York, to handle a test campaign of daily spot announcements on WAAT, Jersey City. Campaign to redeem the Schulte Cigar Store coupons now outstanding will be extended to other stations, if successful.

IT'S TOUGH TO BEAT A TEAM ON THE HOME FIELD
SCORE BOARD
HOME TEAM 7 10 15 9 18
VISITORS 0 0 0 0 0
DON LEE IS THE HOME TEAM IN 32 MARKETS

There is no doubt about it — the local boys have the advantage when the game is played on the home grounds. They know every inch of the field . . . the hole in front of third base . . . the slippery spot in left field — and the crowd backs the "townies" every time. The visitors have two strikes on them before the massacre starts.

Buy your radio on the same, sound basis. Buy Don Lee for the only complete local coverage on the Pacific coast. Hit the listeners from their own local station within their own trading area. Do we know what we are talking about? I'll say we do! A recent survey taken in Bakersfield showed that when the same programs were released simultaneously from a local station and a distant power station, 86% were listening to the program on the local station while only 6% tuned the power station.

On the Pacific coast, more than 9 out of 10 radio homes are within 25 miles of a Don Lee Station. Your advertising message becomes a definite part of the listeners' community life and calls for action at the cash register.

MUTUAL **DON LEE** BROADCASTING SYSTEM

1076 West 7th Street, Los Angeles, California

THOS. S. LEE, *Pres.* LEWIS ALLEN WEISS, *Vice-Pres. and Gen. Mgr.*

Affiliated with Mutual . . . Represented by Blair

THE NATION'S GREATEST REGIONAL NETWORK

Times-Star Buys WKRC, Cincinnati

WCKY and NBC in Amicable Settlement of Differences

WITH the 50,000-watt WCKY scheduled to join CBS as its basic Cincinnati outlet Sept. 24, the network on Aug. 18 announced that it had sold WKRC, Cincinnati regional which it has owned and operated since 1931, to the *Cincinnati Times-Star*, subject to FCC approval. The purchase price was $320,000. In view of recent FCC actions expediting transfers of stations, it is expected the transaction will be approved without hearing within the next few weeks.

The sale was completed last month by M. R. Runyon, CBS vice-president, with Hulbert Taft, publisher of the newspaper. Mr. Taft is a nephew of the late President and Chief Justice William Howard Taft and a cousin of Senator Robert Taft, the latter a prominent candidate for the 1940 Republican nomination for President.

Acquired in 1931

WKRC was purchased by CBS in October, 1931, for $292,000 from Sam Pickard, former member of the Federal Radio Commission and later a CBS vice-president, who owned 60% of its stock; John S. Boyd, Chicago businessman, who owned 30%, and E. S. Mittendorf, manager, who owned 10%.

The *Times-Star* several years ago sought unsuccessfully to purchase WSAI, owned by the Crosley Corp., as well as other Cincinnati stations. Recently it applied to the FCC for a 100-watt station on 25175 kc. for a facsimile broadcasting station.

Amicable settlement of differences between NBC and WCKY over the latter's projected affiliation with CBS in the light of its NBC contract, was announced Aug. 15 jointly by the network and L. B. Wilson, WCKY president and general manager. In a formal statement, they announced exchange of "mutual releases" which "amicably settled their differences arising out of a disputed interpretation of the WCKY contract of network affiliation regarding network traffic arrangements in Cincinnati."

Cigar Spots Extended

CONSOLIDATED CIGAR Co., New York, on Aug. 28 added WLW, Cincinnati, to the list of stations carrying news programs three to five times weekly for Harvester cigars. Michael Hinn is the newscaster. The company has renewed for 52 weeks its news programs on WOR, Newark, and WMAQ, Chicago, and is considering further expansion of the campaign later this fall. Erwin, Wasey & Co., New York, is the agency.

Skelly Picks List

SKELLY OIL Co., Kansas City, Mo., on Sept. 25 starts *Captain Midnight* five-weekly quarter-hour disc series on the following stations: KSD WOW WHBF KFH KFRU WHO WKBH KGBX KGNO WKY WDAY WEBC WMFG WHBL WTAQ WCCO WGN WIBW KGNC KFVS KLZ KVOR KGHF WNAX KVOO WDAF. Blackett-Sample-Hummert, Chicago, handles the account.

LONGEST pair of cord pants (left photo) ever made by Rough Rider Co. was presented to Eddie King, short announcer of KPO, San Francisco, during a recent broadcast of the sponsor's *Oh Teacher!* At mike is a student and Prof. Bill Holmes, producer. Rough Rider's smallest pants went to Charles Gabriel (right photo), account executive of Emil Brisacher & Staff, the agency. Drawing a question from the tiny garment for use on the program is a young lad selected from those in attendance.

WSM DOES SCOUTS A GOOD TURN

Radio School Started by Nashville Station to Teach Transmission and Reception

IF THE old lady took the Boy Scout by the hand and guided him across the street, that would be news of the same category of man-bites-dog.

WSM, Nashville 50,000 watter, is making news of that category in doing the scouts of Nashville a good turn.

In the plan announced jointly by Harry Stone, WSM General Manager, and W. J. Anderson, Southern Boy Scout executive, the Nashville station will open the door of radio opportunity to some three hundred Boy Scouts.

Under the direction of J. H. DeWitt Jr., some 300 Boy Scouts, selected by their Scoutmasters, will be enrolled in the WSM-Scout Radio School, starting Oct. 1 and continuing through June 1, 1940.

While DeWitt will head the faculty and outline the course, each of the 14 WSM engineers will direct some phase of the work. Classes will consist of instruction and demonstration, being held Saturday night at the WSM studios.

Laying the Groundwork

Plan of the school directors is to drill the scout-students in the rudiments of radio transmission and reception during the first weeks of the school, to mix instruction with actual demonstrations in the studio, at the transmitter and in the field. By the time this groundwork has been laid, it is expected the class size will be cut down by almost half, with those remaining comprising the potential amateur radio operators.

From the instruction and demonstrations, it is planned many of the Boy Scouts will be able to pass the government regulations and qualify as operators.

That's when the real fun begins!

For then WSM will buy complete equipment for two low-powered portable transmitters, and under the direction of the station's technical staff, the Boy Scouts themselves will construct the transmitters which they will later use.

There will be competition between the two patrols in their proficiency and speed of construction.

But while the fun begins with the construction of the two low-powered, portable transmitters, it really gets going after the Boy Scouts have finished that portion of their course. For then they start playing at radio in a very real way.

By the time next summer and camp-time rolls around, it is anticipated one of the transmitters can be placed at Scout headquarters in Nashville, another at the camp-site, for regular communication between the two points.

Also when the Boy Scout patrols go on weekend hikes, a transmitter will go along with the knapsacks for regular reports to the other Scouts back at camp headquarters.

Once the Scouts become proficient with their shortwave radio transmitters, it is hoped they will be used during actual emergencies.

When the plan was presented to the Boy Scout leaders in Nashville, they were most enthusiastic and commended it as one of the greatest steps taken in the South toward better vocational guidance of youngsters.

In subsequent years, present plans call for advancement of successful radio-patrol scouts to leaders in the radio patrol and their help in succeeding school which would introduce a new class of scouts to the intricacies and wonders of radio.

AFM Board Plans

MEETING of the executive board of the American Federation of Musicians, originally scheduled for August at AFM's convention in Kansas City in June, has been postponed to mid-October due to the illness of Joseph N. Weber, AFM president. Although no definite date has been set, it is expected radio will be one of the principal items on the agenda, since AFM contracts with broadcasters expire early in 1940—in January with the networks and May with independent operators.

Place of Big Business In Radio Told in Book

THE corporate story of the struggle to enter and to operate radio enterprises, starting with post-war patent cross-licensing, is covered and interpreted in detail by Gleason L. Archer, president of Suffolk University, in *Big Business & Radio*. [American Historical Co., New York, $4.]

Author of *History of Radio to 1926* and numerous other books on legal and historical subjects, Mr. Archer was given access to files of RCA, NBC, CBS, MBS, General Electric Co. and other groups. From these sources he has compiled a 503-page treatise covering in detail the matching of wits and ingenuity as well as the trail blazing steps that marked the unexpected surge of broadcasting in the early 20's. Woven into early chapters of *Big Business & Radio* are many stories necessarily treated in *History of Radio to 1926*. The new volume, after covering historical preliminaries, tackles its theme by reciting the tale of the famous cross-licensing covenants signed July 1, 1921, by RCA, General Electric, Westinghouse, United Fruit, Tropical Radio, Wireless Specialty Apparatus Co., AT&T and Western Electric.

Step by step the development of NBC and the entrance of CBS and MBS are told by the author. Chapters covering unification of RCA by purchase of Victor Talking Machine Co., Federal anti-trust litigation, the consent decree of 1932, radio and the depression, radio broadcasting today, and television and facsimile bring to a close this story of two radio decades. Mr. Archer adds a chapter on the future of radio, based on a stenographic version of an interview with David Sarnoff, RCA president, held in Boston last April.

'Radio Censorship'

CONTAINING reprints of articles pro and con on the subject of radio censorship, many of them from BROADCASTING, a new volume titled *Radio Censorship* has been published by H. W. Wilson Co., New York, as Volume 12, No. 10, of its Reference Shelf series. Compiled and edited by Prof. H. B. Summers, of the public speaking department of Kansas State College, the 297-page book is non-partisan in character and is designed as a handbook for discussion of the problem. It contains 100 articles from 35 different sources, along with one of the most exhaustive bibliographies on the subject ever compiled.

Net Series to CBC

CANADIAN Broadcasting Corp. has announced the following programs will go on national networks starting in September and October: General Foods *Jack Benny* show for Jello; Standard Brands *One Man's Family* for Tenderleaf Tea; Standard Brands *Charlie McCarthy & Edgar Bergen* for Chase & Sanborn Coffee; Lever Bros. *Lux Radio Theatre* for Lux Soap; Lever Bros. *Big Town* for Rinso.

A NEW 100-watt station, CKVD, has been licensed for the Northwestern Quebec mining region at Val d'Or. The station is licensed to Le Voix d'Abitibi, with Remi Taschereau as president. It is expected to open about Sept. 15.

WKY GOES TO TOWNS

Adds 25 New Chapters to its Community Service Record

● WKY's 200-watt mobile transmitter went on tour this summer . . . visited twenty-five state cities . . . interviewed civic leaders . . . rehearsed local musical talent . . . sprinkled in a little historical background and came up with a fifteen minute transcription for each city.

The result was Oklahoma Parade, a summer series of twice-weekly broadcasts that knit Oklahomans a little closer together. Oklahoma City's Chamber of Commerce characterized this "a particularly fine piece of intercity goodwill building." WKY calls it "Community Service."

Of all the elements entering into station showmanship, community service has always stood out prominently at WKY. Community service prompted WKY to dedicate, in 1936, the finest studios to be found outside the metropolitan network centers. Community service motivated the installation of the most modern and complete broadcast facilities in the Southwest. Community service has been the inspiraton for a permanent program structure that has made WKY stand out among the nation's broadcasting stations to listeners and sponsors alike.

WKY *Oklahoma City*

NBC AFFILIATE ★ 900 KILOCYCLES

OWNED AND OPERATED BY THE OKLAHOMA PUBLISHING COMPANY: ★ THE DAILY OKLAHOMAN OKLAHOMA CITY TIMES ★ THE FARMER-STOCKMAN ★ MISTLETOE EXPRESS ★ KVOR, COLORADO SPRINGS KLZ, DENVER (*Under Affiliated Management*) ★ REPRESENTED NATIONALLY BY THE KATZ AGENCY, INC.

Bell Labs. Plans F-M Experiments

Asks FCC License to Test Frequency Modulation

SEEKING to conduct its own tests of the Armstrong system of frequency modulation [BROADCASTING, Aug. 1, 15], Bell Laboratories has applied to the FCC for authority to erect a 5,000-watt station at Whippany, N. J., to operate on 43.2 mc. It is understood the Bell engineers propose to study the system with a view to the development of equipment for transmission and reception, rather than to enter the broadcasting field.

Seven frequency modulated stations have already been licensed, and construction permits have been issued for one other. Pending are applications from Stromberg-Carlson Co., Rochester, seeking 1 kw. on 43.2 mc.; *Milwaukee Journal*, 1 kw. on 42.6 mc.; *Worcester Telegram*, 1 kw. on 43.4 mc.; NBC, 1 kw. on 42.6 mc.; John V. L. Hogan, Alpine, N. J., 1 kw. on 43.2 mc.; Westinghouse Co., Boston, 1 kw. on 42.6 mc.

Licensed to Operate

Already licensed to operate are W2XMN, licensed to Edwin H. Armstrong, Alpine, N. J., 40 kw. on 42.8 and 114.43 mc.; W2XOY, General Electric Co., Albany, 150 watts on 43.2 mc.; W2XDA, General Electric Co., Schenectady, 50 watts on 41.8 mc.; W2XSN, Paul F. Godley, Alpine, N. J.; W3XO, Jansky & Bailey, Georgetown, D. C., 1 kw. on 40.3 mc.; W2XQR, John V. L. Hogan, 1 kw. on 41.2 mc.; W1XPW, WDRC Inc., Meriden, Conn., 1 kw. on 43.4 mc.; W1XOJ, Yankee Network, Paxton, Mass., 50 kw. on 43 mc.

Westinghouse has been issued a construction permit for W1XSN, 1 kw. on 42.6 mc., at Springfield, Mass.

In addition, Maj. Armstrong has an application pending for a special relay station in New York, designed to use 50 watts on 133.03, 134.85, 136.81 and 138.63 mc., and Yankee Network already has in operation W1XOK in Boston, using the same four frequencies for relays with frequency modulation to its Paxton transmitter.

Licensed as "developmental broadcast stations" and using ultra-high frequencies are W1XCS, Connecticut State College, Storrs, Conn., using 250 watts on 39.54, 139.96, and 300-400 mc.; W1XSL, WDRC Inc., Hartford, using 100 watts on 86-400 mc. and 401 mc. and above; W2XAG, Carman R. Runyan Jr., Yonkers, N. Y., using 5 kw. on 86-400 mc. and 401 mc. and above.

New FM Station

LATEST of the frequency modulated transmitting stations to go on the air is W3XO, licensed to Jansky & Bailey, Washington consulting engineers, and located in the Georgetown section of the nation's capital. Using the Armstrong system, the station was built for high-fidelity flat to 15,000 cycles. It begins experimental operation shortly after Sept. 1, using 1,000 watts on 43.2 mc. General Electric and Radio Engineering Laboratories receivers have been ordered for reception of the transmissions, which will be conducted on a sporadic basis.

DEMONSTRATING RCA's traveling television units last month in the Twin Cities, KSTP installed the wired-video equipment, and on four receivers set up in Minneapolis' Radisson Hotel exhibited the images to immense crowds to the accompaniment of big publicity plays in the local newspapers. Chief of the subjects televised were the State American Legion parade, in which KSTP employes marched with banners calling attention to the television demonstrations. Top photo shows Announcer Rock Ulmer interviewing one of the Legion hostesses. Lower photo shows Jack Benny, the comedian (left) looking over television monitor with Stanley Hubbard, KSTP president and general manager (center) and Kenneth Hance, assistant general manager. Benny was televised for the first time when he stopped over en route to the Canadian wilds for a vacation. WLS, Chicago, recently conducted similar demonstrations at the Illinois State Fair. Other stations planning the local television demonstrations, for which RCA furnishes complete equipment and crews for one-week stands or longer, are these western stations: KDYL, Salt Lake City; KGIR, Butte, Mont.; KFPY, Spokane; and KXL, Portland, Ore.

Bulova Assumes Control Of WPEN, Philadelphia

WITH acquisition of control of WPEN, Philadelphia, Aug. 25 by Arde Bulova, New York watch manufacturer and broadcaster, corporate management of the station was altered, with Mr. Bulova himself serving as president, treasurer, and director. Sixty percent of the stock of William Penn Broadcasting Corp. was acquired by Mr. Bulova, with FCC approval, for $160,000, from the estate of the late John Iraci.

Vice-president and director is Harold A. Lafount, former member of the Radio Commission and Bulova radio executive. Mrs. Mariannina Iraci, widow of the late owner of the station, retains 40% interest for the estate and serves as a director. Sanford Cohen, New York attorney for Mr. Bulova, is secretary and Miss Hyla Kiczales, general manager of WOV, and WBIL, New York, as well as WPEN, is assistant treasurer. Arthur Simon remains as resident

MAJ. EDWIN H. ARMSTRONG recently discussed frequency modulated transmission before a meeting of the metropolitan New York chapter of Radio Servicemen of America at the Capitol Hotel, New York, demonstrating the staticless transmission system on three different receivers—Stromberg-Carlson, General Electric and Radio Engineering Labs. This was the first demonstration in New York using a group of receivers.

Good News

MOST interested radio listener in the United States the night of Aug. 14 was Francis Marion Black Jr., sitting in the deathhouse at Texas State Prison, contemplating his fate. Sentenced to die in the electric chair 27 hours later, Black turned on the deathhouse radio to hear his next-to-last newscast by James Alderman, of WFAA, Dallas. One of Alderman's first items was an announcement of Black's reprieve. The night of Aug. 23 Black was interviewed over WBAP, Fort Worth, during its *Behind the Walls* weekly broadcast from the prison.

NBC Artist Managers School

UNDER a new plan for bringing new blood into the artist-management field, George Engles, vice-president and founder of the NBC Artists Service, has arranged for various department managers in Radio City to recommend candidates from within the company for an intensive training course in the management and sale of artist talent. Beginning in October, 10 youths from the ranks will begin their studies under the direction of Engles, who will, from time to time, invite leaders in sound radio, television, the theater, movies, and the concert stage to discuss their specialties.

Texaco Completes Plans For *Star Theatre* Series

TEXAS Co., New York (gasoline), will return to CBS Sept. 13 with the *Texaco Star Theatre* program after an eight-week summer layoff. Program will be heard in the Wednesday evening 9-10 period, and will be produced by Ed Gardner, producer of the CBS *This Is New York* program last year.

First half of the program will originate from KNX, Hollywood, featuring variety entertainment by Kenny Baker, Frances Langford, James Wallington, David Brokeman's orchestra, and Ken Murray as emcee. Second 30 minutes will originate in New York, under the direction of Tony Stanford, former producer of the *Lux Radio Theatre* programs, and will consist of dramatizations of the Playwrights Co., produced in association with Transamerican Broadcasting & Television Corp. George Faulkner, chief of the Transamerican script department, will head a staff of writers in preparing the scripts, which will be enacted by guest stars. Buchanan & Co., New York, handles the account.

Corn Products Back

CORN PRODUCTS SALES Co., New York, on CBS from June, 1931 through May, 1937, is returning to the network Oct. 9 with a quarter-hour five times weekly series titled *Society Girl*, featuring Charlotte Manson. The program is presented on behalf of Kre-mel chocolate syrup. More stations will be added later, according to the agency in charge, Hellwig-Miller, New York.

Bond Stores Adds WOR

BOND STORES, New York (men's clothes), on Sept. 10 will add WOR, Newark, to the list of 27 stations to carry its fall campaign of quarter-hour news broadcasts. All other stations but WOR will carry the news programs six times weekly as of Sept. 11, while the WOR schedule will be Sundays from 12:45-1 p. m., the 33d and last available quarter-hour of news on WOR. Neff-Rogow, New York, handles the Bond Stores account.

Steel Series Resumes

WHEELING STEEL Co., Wheeling, W. Va., will resume *Musical Steelmakers*, company talent variety show, on 43 MBS stations Oct. 8. Although the complete list of stations has not been completed, the program will be heard in the same spot as last year, Sundays, 5 to 5:30 p.m. (EST). The program was carried on 23 MBS stations last year.

Hecker on Coast

HECKER PRODUCTS Corp., New York, on Oct. 24 will start a 52-week campaign for Hecker H-O cereal using two quarter-hours weekly on the *Woman's Magazine of the Air* program on five NBC-Pacific Red stations and the four NBC stations, owned by McClatchy Broadcasting System. Erwin, Wasey & Co., New York, handles the account.

"THIS ISSUE IS SO IMPORTANT, I WISH I COULD ADDRESS THE WHOLE COUNTRY ABOUT IT"
"I'M AFRAID, MR. PRESIDENT, YOU'D HAVE TO TRAVEL ALL YEAR LONG BEFORE YOU COULD DO THAT"

THOSE DAYS ARE GONE FOREVER ...THANKS TO RADIO

WHAT a far cry it is today from the time when governmental issues were but a remote problem to the average citizen. Today, thanks to radio, affairs of national significance are understood and discussed in every state of the Union as readily as in the Capital itself.

The National Broadcasting Company always has recognized that radio is a public service and that one of its most important functions is to bring about a closer link between the government and the people. That is why every day in the year—both on regularly scheduled programs and on spot news broadcasts—activities in Washington, D. C., are reported as soon as they take place. And when important issues are involved NBC makes every effort to see that both sides of the discussion are impartially presented to that most powerful of all juries—the people of the United States.

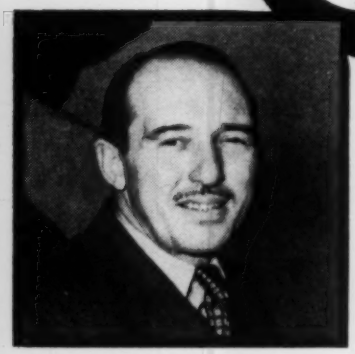
It is only thus by unfolding all facts, recognizing all parties, and maintaining complete impartiality that the freedom of the air can be preserved, a freedom that is vital to the creation of an intelligent and well informed electorate when America goes to the polls.

NATIONAL BROADCASTING COMPANY

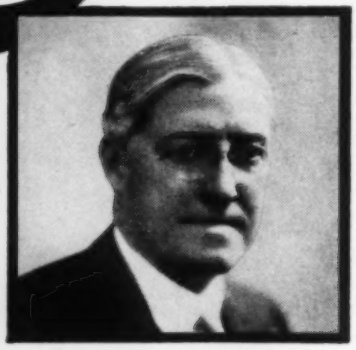
THE WORLD'S GREATEST BROADCASTING SYSTEM

A RADIO CORPORATION OF AMERICA SERVICE

Covering



WEBB MILLER

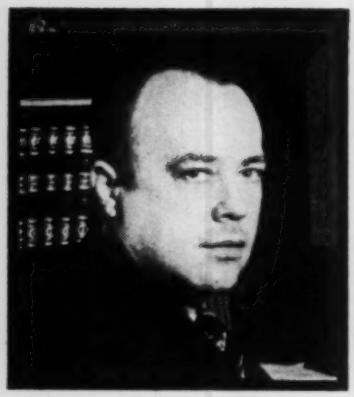


ED. L. KEEN

HARRY FLORY

CLIFFORD L. DAY

UNITED



NORMAN DEUEL

VIRGIL PINKLEY

JEAN DE GANDT

EDWARD BEATTIE, JR.

HARRY L. PERCY

H. C. BUURMANN

HAROLD A. PETERS

DAN CAMPBELL

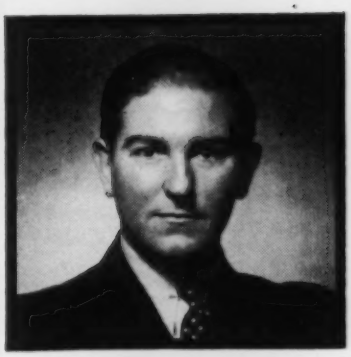
Among the other American trained United Press staff correspondents on assignment in Europe Joseph W. Grigg, Jr., George Kidd, Dana Schmidt, R. Hottelet, Luca Rizzardi, Frederick Laudon, A V.

Europe

RALPH HEINZEN

WALLACE CARROLL

REYNOLDS PACKARD



FREDERICK OECHSNER

PRESS

FERDINAND C. M. JAHN

ELEANOR PACKARD

FREDERICK KUH

HUGO T. SPECK

RICHARD D. McMILLAN

ROBERT H. BEST

HENRY T. GORRELL

HENRY SHAPIRO

Europe are these: Jan H. Yindrich, Reuel S. Moore, Leon L. Kay, Robert C. Dowson, Ralph Forte,
A V. DaRosa, Charles T. Hallinan, M. S. Handler, E. L. Laura, Aldo Forte, Eric Kaiser, L. E. Popper

When Department Stores Use Radio

Special Programs for Each Section Induce Sales and Good-Will

By J. P. HEVERLY

MR. SALESMAN of XYZ calls upon Mr. Merchandise of the Blank department store. He deposits thousands of fan-letters on Mr. Merchandises' desk and remarks, "That is one week's fan-mail on our *Homemakers Club* program".

Mr. Heverly

"Our audience is gigantic — stupendous — unlimited. This is the program Blank needs."

Mr. Merchandise has tried radio before and has been fooled. He realizes that radio advertising sometimes pays . . . but it has never done Blank's any good in the past. However, he sticks his neck out again and buys the *Homemakers Club* program. Some bewildered copywriter in the store's advertising office prepares some commercial copy and the program is ready for the air.

Three months later, Mr. Merchandise calls Mr. Salesman to his office and cancels the program. Why? . . . No sales . . . No results . . . Better spend our money in the newspapers. Mr. Merchandise admits it was swell for institutional advertising—swell for goodwill—but he must have results. So . . . radio receives another black mark and Mr. Salesman trots out to peddle his *Homemakers Club* to another sponsor.

Why didn't the *Homemakers Club* sell pots and pans and dresses and rugs for Blank's ? ? ? ?

Here's why!

The radio executives and production men do not understand department stores and the department stores do not understand radio advertising.

Not Big, But Little

The radio production man, being unfamiliar with the inside operation of a department store, thinks and produces in terms of vast institution—huge building—tremendous volume of sales—complete stocks of practically everything.. He proceeds to build an elaborate program that is a masterpiece of radio production but which leaves little incentive to buy in the minds of listeners. It is splendid for goodwill but turns out to be just so much red-ink to the sales-promotion office when asked to show results. Production men do not realize that department stores are just a group of little shops operating under one roof, each striving individually to increase it's business.

Unlike the National Advertiser, the department store has a problem of advertising a thousand different articles and reaching a restricted local audience with an advertising message about each or several.

To successfully promote a department store by radio, several distinctly different types of programs should be used, each one developed especially for the section of the store it is to promote and for the listener-audience it must reach.

The department store should break its radio advertising up into numerous programs . . . each one specifically planned as to the station releasing it, the time of day or evening, the merchandise advertised and the type of program.

The first major consideration in planning radio advertising is *what do you want to sell.* You can't just sell the store . . . you must concentrate on one section or one article if possible. Then—plan your radio advertising from the following factors:

1. What audience must you reach to sell it?
2. What time is best to reach that audience?
3. Which radio station is listened to by that audience?
4. What kind of a program is likely to appeal to that audience?
5. How much can the store afford to spend to promote that certain department?
6. How much time would be required for that program and is the cost within reason?

Dresses, for Instance

For instance, let us presume that sales have fallen off in the women's apparel section. The sales-promotion office wishes to consider radio advertising to build up this section. The store should consult an alert radio production man who has had diversified experience in several types of radio programs. Together they should start their radio planning from the results they wish to achieve.

Determine first what price-line of merchandise or what article you wish to sell. Don't try to sell all price-lines of all kinds of dresses in all shops.

Let us presume that the department store has a medium-priced line of dresses with a famous brand name. By various means it is possible to determine the approximate financial status of the class of women who buy these dresses. Presuming further, we'll say that your research shows your customers for these dresses are largely in the middle-class—housewives who are at home during the day, not working-girls. We now know what we want to sell and to whom.

We next turn to the factor of time. Reasoning will show us that 9 o'clock in the morning should be a good time to reach these women by radio—the children are off to school and we'll guess these women are washing dishes, dusting, or preparing to go shopping. In other words, they are likely to be listening to their radios at that hour. All of these factors are open to argument, but an intelligent analysis will usually hit a high average. Next is the consideration of a station which can offer you time at 9 o'clock and which has a program-reputation that will interest your housewife. Presuming that there is a station available which can offer you program time at 9 o'clock we proceed to balance the remaining factors: The type of program likely to interest our class audience . . . its cost and method of production.

Presuming that the dress shop has an average monthly advertising appropriation of $600, 50% for radio advertising will give us a monthly figure of $300 with which to work. An understanding of the importance of production will warn us not to buy too much time and too little program. Suppose we can get a quarter-hour 6 days a week for $200, (station time). That will leave us $100 for production.

Light and Homely

The type of program is up to your production man. It might be anything—for here is where an understanding of the store's merchandising problems must be combined with his own ideas as to type of program and the presentation of selling copy. Just to carry this presumptive line-up thru, let us reason this way: Because of the short program time, a quarter-hour, we immediately eliminate any attempt to satisfy classical music lovers. Because of the type of audience we are endeavoring to reach we cross off jitterbug music. Perhaps for some other reason we eliminate news and decide that a few down-to-earth dramatic skits might be swallowed by our listeners along with her housework if they are in a light vein and similar in nature to her own experiences.

Let's keep our characters simple . . . make them sound more like Aunt Tizzy and Uncle Fred rather than a couple of polished Hollywood players . . . By all means, we'll use a male announcer when appealing to women and we'll fill in our time with some snappy-tempo salon music . . . perhaps just recorded. (No—we can't do all this on $100 a month but we'll get to that later.) Our announcer opens his program with a bit of music and eliminates any long opening commercial . . . in a minute or two we are into an every-day discussion of common problems by our cast of two leading into a discussion of dresses and hence to the actual merchandise.

There is so much human interest and humor that can be brought out by two or three actors in a simple, across-the-breakfast-table discussion that will catch interest. After a hint or two about the dresses we're selling, a little music and then our announcer tells (not shouts) a few interesting facts about these dresses, the price and the department etc., and winds up his commercial with a desire to own—not a command to buy. An idea developed along these lines will sell — perhaps not for more than a few months—at which time a complete re-analysis of your market and competing programs may be necessary. It's time to start over again, for no program is always good. No time is always just right. Everything is constantly changing, and advertising must, too.

Reaching the Men

Following up the above reasoning, let us appropriate $300 a month for the men's shop and concentrate on extremely low-priced merchandise for summer wear or work. We want to reach the working men . . . we might choose the smallest station in town . . . You know—the one where they play requests and wish Joe Bloaks a happy birthday . . . Let's get down there bright and early while our men are shaving or eating breakfast . . . and just play a few band records and get real informal with

(*Continued on page 67*)

HOME TOWN BOY Dave Elman (right), originator of *Hobby Lobby*, NBC-Blue feature, recently returned to old haunts in Fargo, N. D., to do some fishin' and visitin', part of which he is doing here in a radio interview with Howard Nelson on his *Meet Your Neighbor* program on WDAY, Fargo. Later, while on a fishing trip at a lake near Fargo, Dave had a severe attack of appendicitis and was forced to spend a good share of his vacation recuperating in the local hospital.

NEW 2-IN-1 PICK-UP

BY

Western Electric

. . . plays both VERTICAL and LATERAL recordings!

Here's what you've wanted! A single pick-up that can handle any recording, vertical or lateral—that meets the most exacting requirements of transcription broadcasting. It reproduces faithfully the full quality of the recording—has a diamond stylus giving long record life—costs considerably less than the two pick-ups you'd ordinarily need to do its work.

With Western Electric's new Reproducing Group you can equip your present tables with equalized pick-up facilities matching the recording characteristics of the regularly available discs. A single control (selector switch illustrated) matches the pick-up circuit to the record and provides two "vertical" characteristics (one flat response to 10,000 cycles—one drooped above 8500 cycles) and five "lateral" characteristics (ranging from "straight through" to "sound effects"). Designed to work into your regular input circuits for broadcast microphones, it will match impedances of 30, 250, 500 or 600 ohms.

Get full details of this latest aid to Better Broadcasting—by Bell Telephone Laboratories and Western Electric. Ask Graybar for Bulletins T1630 and T1631.

ASK YOUR ENGINEER!

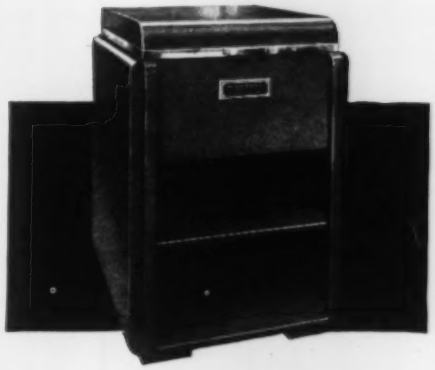
Distributed by GraybaR

DISTRIBUTORS:

Graybar Electric Co., Graybar Building, New York. *In Canada and Newfoundland:* Northern Electric Co., Ltd. *In other countries:* International Standard Electric Corp.

NEW REPRODUCING GROUP

Contains reproducer and arm—with diamond stylus of practically unlimited life—equalizing equipment, switch, and necessary accessories.



NEW REPRODUCER SET

Western Electric 1300A—built around the 2-in-1 Reproducing Group. Two-speed flutterless turn-table plays *vertical* or *lateral* recordings up to 16" in diameter. Operates on 110-120 volts, 60 cycle AC. Speech change entirely electrical. Not necessary to stop the table to change speed from 78 to 33⅓ and vice versa.

WOW Challenges WKZO's Full-time

Files Supreme Court Appeal From Appellate Decision

THE six-year effort of WKZO, Kalamazoo, to procure full-time operation on the 590 kc. channel struck another legal barrier Aug. 16 with the filing of a petition by WOW, Omaha, in the Supreme Court of the United States.

Seeking a writ of certiorari to review the action of the U. S. Court of Appeals for the District of Columbia of last April, dismissing its appeal from the FCC decision granting the WKZO application, Paul M. Segal, WOW counsel, contended that the lower court erred in its action. He argued the action of the Commission in designating the written application of WKZO for hearing on a specific issue and granting "another and different application based on an entirely different issue" deprived WOW of due process of law since no notice or hearing had been accorded the Omaha station on the latter issue.

The FCC decision of April 27, 1937 granted WKZO authority to install a directional antenna for night operation and change its hours of operation from daytime to unlimited time on the 590 kc. channel.

Lower Court's Jurisdiction

The highest tribunal was advised that the petition raises the question of the lower court's jurisdiction on an appeal from an administrative tribunal and challenges the legality of the Commission's action in granting WKZO evening hours through the device of a directional antenna. WOW contended that it did not receive adequate notice and a full hearing with respect to the antenna and that the Commission failed to comply with the established procedure on directional antennas and that "objectionable interference will result to petitioner's station with a consequent reduction of WOW's service area."

It was contended further that the lower court erred in failing to exercise its independent judgment on the law and the facts in view of WOW's allegation that the grant of the WKZO application would result in a confiscation of the service area of WOW and "render its investment less valuable." WKZO first filed its application for full-time on Feb. 26, 1934 with the Radio Commission.

Stromberg Series

STROMBERG-CARLSON Telephone Mfg. Co., Rochester, N. Y., has signed a one-year contract to sponsor *Treasury of Music* thrice-weekly on WQXR, New York, to promote the 1940 Stromberg-Carlson radio and television receivers. The half-hour popular recording series is heard Mondays, Tuesdays and Thursdays, 7:30 to 8 p.m. (EDST). Stewart, Hanford & Casler, Rochester, handles the account.

OWNERS of the *Knoxville Journal* have applied to the FCC for a new 250-watt station on 1210 kc. in Knoxville. WNOX of that city is now affiliated with the *Knoxville Sentinel*, a Scripps-Howard newspaper.

Adding Dealers

AMERICAN BEVERAGE Corp., New York, on Sept. 11 renews Benay Venuta's half-hour weekly program on WOR, Newark, for a second 13 weeks. Program, which is broadcast from the stage of the Brooklyn Paramount Theatre in the interests of Cel-Ray tonic, has caused such an increase in local dealer outlets for the product (5,000 to 40,000) since its start on WOR that the company is also promoting its new product Drycola on the program. Lawrence C. Gumbinner, New York, is the agency.

GOOD FOR GOLD

KTOK Wins First Prize in Agency Contest

KTOK, Oklahoma City, recently was awarded the first prize of $75 in cash by Lennen & Mitchell, New York, in the "merchandising contest" the agency conducted in connection with the debut May 23 of the Old Gold program on NBC, under sponsorship of P. Lorillard & Co.

Of the 97 NBC-Blue stations carrying the program, 65 sent in sample "clipbooks" of their campaigns. KTOK's outstanding stunt was placing two old wrecked automobiles at important traffic intersections in the city with signs attached, reading: "This car was wrecked while the passengers were rushing home to hear the Old Gold program on KTOK." Station also drove a Buick car through the streets with an 8-foot Old Gold sign prominently displayed.

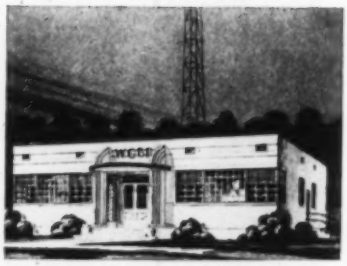
Second prize of $50 was awarded to WABY, Albany, which used promotion stickers on all out-going station mail, gave away free tickets to moving picture houses where Robert Benchley "shorts" were playing, and dropped 100,000 circulars from an airplane over the city, the gold ones redeemable at cigar stores for a carton of Old Gold cigarettes. Awards of $25 each went to KMA, Shenandoah; WNBC, New Britain; WXYZ, Detroit; WMPS, Memphis, and KSOO, Sioux Falls.

Suit Dismissed

JUSTICE Kenneth O'Brien of the New York Supreme Court has dismissed the $15,000 libel action brought by Ernie Adamson, New York attorney, against WOR, Newark, Consolidated Cigar Corp. and Frank Singiser, news commentator. Justice O'Brien found no libel in the statements broadcast by Singiser on WOR March 27, 1939, although plaintiff claimed that it was stated that he had billed the city of Montreal for $10,000 for legal services without the knowledge of the city officials.

Roma Wine News

ROMA WINE Co., Lodi, Cal., which recently appointed Anderson, Davis & Platt, New York, to handle its advertising in the east, is planning an extensive fall and winter campaign in radio to start late in September.



COMPLETELY self-contained is this new building of WGBR, Goldsboro, N. C., housing studios, offices and transmitter. It is located on the main highway about one mile northwest of the center of the city.

Lloyd Thomas Contracts To Buy Rest of Stock in KGFW, Kearney, Neb.

HAVING purchased 49% of the capital stock in Central Nebraska Broadcasting Corp., licensee of KGFW, Kearney, Neb., Lloyd C. Thomas, former general manager of WROK, Rockford, Ill., and long prominent in broadcasting circles, has contracted to purchase the remainder of the stock and returned to Nebraska Sept. 1 to make his home.

Mr. Thomas

Mr. Thomas is also third largest shareholder among a group of 34 business and professional men of Hastings, Neb., who have incorporated Nebraska Broadcasting Co., which on July 13 secured a construction permit from the FCC [BROADCASTING, July 15] for a new station there, to be known as KHAS and to operate with 100 watts night and 250 day on 1200 kc. It is expected to start operating by next Jan. 1.

KGFW operates with 100-250 watts on 1310 kc., and is located 40 miles from Hastings. Mr. Thomas will operate both stations essentially as local service outlets, specializing in news, agricultural programs and local talent. He first entered radio as the manager of the old Westinghouse station in Hastings, which later was moved to Chicago.

Arnstein Appeals

NOTICE OF APPEAL to the United States Circuit Court of Appeal from the dismissal of his suit against NBC, CBS, Warner Bros., ASCAP and several large music publishing firms was filed Aug. 18 by Ira B. Arnstein, who claimed in his suit that he was unfairly excluded from membership in ASCAP and charged plagiarism of over 50 of his songs.

Lipton Tea in Canada

THOMAS J. LIPTON Ltd., Toronto (tea), on Sept. 5 will start campaigns of five weekly spot announcements on 35 Canadian stations to run until the end of the year. In addition, a thrice-weekly program is scheduled for five stations of the CBC French network. Account was placed by Vickers & Benson Ltd., Toronto.

WGBR, Goldsboro, N. C. Takes the Air Formally; A. T. Hawkins in Charge

WITH State notables participating, the new WGBR, Goldsboro, N. C., 100 watts on 1370 kc., made its formal debut Aug. 14 under the acting general managership of A. T. Hawkins, president of the licensee company and president of the Goldsboro Chamber of Commerce. The station is RCA equipped throughout and uses a quarter-wave Lehigh radiator. It subscribes to Transradio and NBC Thesaurus.

Robert L. Zealy, a native of Goldsboro who from the time of his graduation from North Carolina U. until 1937 was with Vick Chemical Co. and its agency, Morse International, has been named advertising manager. During 1938 he was space buyer with Donahue & Coe., New York. Program director is T. E. (Ted) Horton, former South Carolina U. athlete, who has had radio experience with WTAR, Norfolk; WGH, Newport News, and WIS, Columbia, S. C. Robert J. Armstrong, formerly chief announcer of WSTP, Salisbury, N. C., who has also served with WRDW, Augusta; WDNC, Durham; WBT, Charlotte, and WFBC, Greenville, S. C., is chief announcer and assistant program director.

The engineering staff is headed by H. H. Lance, graduate of Capitol Radio Engineering Institute, and formerly chief engineer of WWNC, Asheville, N. C., and the old WOS, Jefferson City, Mo. On his staff are Preston Pearson, formerly with WFTC, Kinston, N. C., and Robert Lawrance, formerly with WKBZ, Muskegon, Mich., and the Shure Microphone Co.

Talbot Patrick, publisher of the *Goldsboro News-Argus*, is vice-president of the licensee corporation; V. G. Herring Jr., local building and loan executive, secretary-treasurer. The corporation has an authorized capital stock of 250 shares, of which Messrs. Hawkins and Patrick own 30 shares each, Kenneth Royal of Goldsboro, 60 shares, and Jonas Weiland, owner of WFTC, Kinston, N. C., 30 shares.

'Journalism on Air'

DESIGNED as a textbook for radio journalism courses, with laboratory and microphone exercises and bibliography, *Journalism on the Air*, written and compiled by Dowling Leatherwood, director of the Radio Workshop of Emory University, Atlanta, has been published by Burgess Publishing Co., Minneapolis [$1.75, mimeograph edition]. The volume, in addition to general discussions of radio technique, outlines salient details of the various treatments of radio news, using illustrations from actual news broadcasts.

SOME $200,000 will be spent by the Texas Pecan Industry, Waco, during the first year of a three-year national advertising program. Leche & Leche, Dallas, is agency for the drive. A marketing council will direct the campaign through the agency.

JOE W. ENGEL, president of the Chattanooga baseball club and for 20 years a scout for Clark Griffith, owner of the Washington baseball club, has applied to the FCC for a new 250-watt station on 1370 kc. in Chattanooga.

AS GOOD AS THEY LOOK

Blaw-Knox Vertical Radiators are clean cut in appearance and performance. They are in keeping with the high standards set by the broadcasting industry for other equipment.

Stations take pride in Blaw-Knox Radiators which are associated by the public with the best in broadcasting.

The self supporting type of Blaw-Knox Radiator has uniform taper and is recommended by radio engineers for either shunt or series excitation.

They give greater coverage with long life and low maintenance cost.

BLAW-KNOX DIVISION
OF BLAW-KNOX COMPANY
2038 Farmers Bank Bldg. · PITTSBURGH, PA.

. . . Blaw-Knox Directional Radio Beacons are used exclusively to guide all air transport service in the United States and Canada. What greater proof of efficiency in the broadest use of the term, can be desired?

BLAW-KNOX
VERTICAL
RADIATORS

Red Heart Blends Institutional and Spot Successfully

Dog Food Sales Lead Firm to Expand Radio Activities

FROM a modest test in the Chicago area to a 36-station NBC-Red network plus an expanding spot schedule, is the success story of Red Heart dogfood manufactured in Ottumwa, Ia., by the John P. Morrell Co. The network advertising is largely institutional, while the outstanding spot program is *Doggy Dan*, a novelty noontime spot featuring the barking dog. Unique among similar products, Red Heart is offered in three different diets and copy has been slanted to emphasize the need for varying the diet of dogs. The cans of Red Heart are usually sold in threes and all radio offers made by the firm are based on three labels.

First advertised on WGN, Chicago, the firm expanded to an NBC-Red network in 1933, featuring *Bob Becker* in informal chats about the care and training of dogs. The network show was then, and has continued to be, mainly educational and institutional, with copy directed accordingly. On Oct. 1 it will be expanded to 36 NBC-Red stations, Sundays, 3:45-4 p.m., and will continue as an institutional series.

Spots to Be Expanded

The network is being supplemented with spot on WMAQ, Chicago; WFAA, Dallas; WHAM, Rochester; WCCO, Minneapolis; WOR, Newark, and it is understood that the spot schedule will be considerably expanded this fall.

The six weekly, 10-minute noontime show on WMAQ, Chicago, is titled *Doggy Dan*. It features Harold Betts, who plays and sings romantic ballads designed for housewife appeal. The novelty of the show centers on the barking dog which is imitated by David Dole. Opening with dog barks that finally become articulate and sound the words "Red Heart", the show is fast in pace. Hundreds of letters have been received indicating the reactions of dogs in the home when they hear the dog barking in the radio loudspeaker. Dole imitations are used as lead-ins to the commercials. In response to the announcer, as to which dogfood he wants, Dole barks "Red Heart".

Offers that have been made on *Doggy Dan* include teaspoons with a dog handle, samples of dog biscuits, wall canopeners, and the Red Heart dog locket. A recent offer of the locket for three labels brought 2,250 requests, according to Frank Ferrin, radio director of Henri, Hurst & McDonald, Chicago agency handling the account. The celluloid locket is about an inch in diameter and is shaped like a heart.

Waterproof, the locket fastens to the dog's collar and is made with three sliding panels. It contains space for identification, inoculation listings, and pedigree. One side of the red locket reads "Please Treat Me Kindly", the reverse side carries the words, "Red Heart Locket Identifies Me Inside". A series of locket offers will be made on the spot programs this fall, but none will be made on the network program, according to the agency. It is understood that *Doggy Dan* will be transcribed and placed on other stations this fall.

DOGS all over the Midwest perk up their ears when they hear dog barks coming from their masters' loudspeakers. The radio dog bark opens *Doggy Dan*, a six-weekly noontime show on WMAQ, Chicago, for Red Heart dogfood. Holding a blow-up of the dog identification tag which is offered on the series is Durward Kirby, NBC announcer (left); next is David Dole, mimic of the barking dog and a member of the radio staff of Henri, Hurst & McDonald, Chicago agency handling the account. Marguerite Lyon, of the agency, grins about her well-received copy for *Doggy Dan*, and (right) is Frank Ferrin, radio director of the agency. At the piano is Harold Betts, romantic singer. In his left hand Mr. Kirby holds a waterproof dog locket premium.

MINNESOTA FANS
Enrol ed by WCCO in Paseball Promotion

FROM the little list of six towns which participated in the On-to-Nicollet Park baseball campaign of WCCO, Minneapolis, in 1934, 150 communities within a 300-mile radius are taking part in the baseball promotion and competing for cups to be offered at the end of the season this year.

The idea started when Mike Kelley, manager of the ball club, blamed baseball broadcasts for poor attendance in 1934. A civic group, anxious to aid both the broadcasts and the ball club, was formed by WCCO Manager Earl Gammons, and started the drive to bring fans from nearby towns.

Days are dedicated to visiting towns, including parades, bands, motorcycle escorts, free beer in hotels, free movies for local bandsmen. Most popular feature, beside the game itself, is a quarter-hour broadcast on WCCO. Fifteen members of the committee recently made a 700-mile tour of the region to build up interest. The number of visitors this year will reach 20,000. They receive gifts and in addition often bring gifts for players, broadcasters and others. A Knot Hole Gang has a 10-cent membership fee, entitling youngsters to a game a week, with 4,000 members.

Subs for Fulton Lewis jr.

WHEN Fulton Lewis jr., MBS commentator, left on a three-week vacation starting Aug. 26, a prominent national figure was scheduled to substitute for him in each nightly period. Included among the guest commentators are Paul V. McNutt, Norman Thomas, William Green, Senator Styles Bridges, Boake Carter, Secretary of War Harry Woodring, William R. Castle Jr., Secretary of Labor Frances Perkins, Senator Bennett Champ Clark and James E. Hook.

Australian Series

WHITAKER & NICHOLAS Pty. Ltd., Melbourne, Australia (Yeaston tablets) has announced through 3XY, Melbourne, details of an extensive competition, with radio as the nucleus. A weekly contest, based on a quiz idea, will utilize 3XY 3HA 3BA 3SH 3BO 3TR. The final winners will be decided at the end of January, 1940. Prizes totaling over $11,000 will be given. Space will be used in four newspapers, two radio magazines and several general magazines.

New INS Subscribers

NEW subscribers to INS news service during the last month include WOAI, San Antonio; KXYZ, Houston; KRMD, Shreveport; KFNF, Shenandoah, Ia.; WGAU, Athens, Ga.; WHBI, Newark; KTBC, Austin, Tex.

DuBois Again Is Named Broadcast Union Head

M. DUBOIS, of Holland, was re-elected president of the International Broadcasting Union (U.I.R.) at its recent annual summer meeting at St. Moritz, with Dr. K. von Boeckmann of Germany, Sir Cecil Graves of Great Britain, E. Nelky of Hungary and Dr. A. Raestad of Norway elected vice-presidents.

Representatives of the broadcasting organizations of 18 countries, the NBC and CBS networks of the United States and others attended. It was announced that a special report on methods of synchronization between transmitters and on the use of directional antennas, required under the Montreaux reallocation plan to go into effect next March, would be submitted next autumn by the technical committee.

It was also recommended that broadcasting stations should adopt as soon as possible the new 440-cycle frequency for the note A in the treble clef as the standard of pitch.

'Magic Dials'

ILLUSTRATED with photographs by Anton Bruehl, Lowell Thomas' new volume on broadcasting and the radio industry, *Magic Dials*, presents historical and descriptive material from the point of view of the layman [Lee Furman Inc., New York, $2]. One of the most attractive and illuminating radio books yet published, it contains explanations and illustrations, in black and white as well as color, covering everything from technical construction and operation to programming and production, in television as well as radio, based largely on observations of RCA-NBC operations.

BY LEGISLATIVE vote and Governor's order, State Highway 88 between Oklahoma City and Little Rock, Ark., has been officially named "The Lum 'n' Abner Highway".

FRAN STRIKER, author of *The Lone Ranger* series, on the recent 1,000th broadcast of the program estimated that he had written more than 4,000,000 words since Jan. 30, 1933. He also writes *The Green Hornet*.

HANDY ORDER FORM

BROADCASTING Publications, Inc.
870 National Press Bldg.
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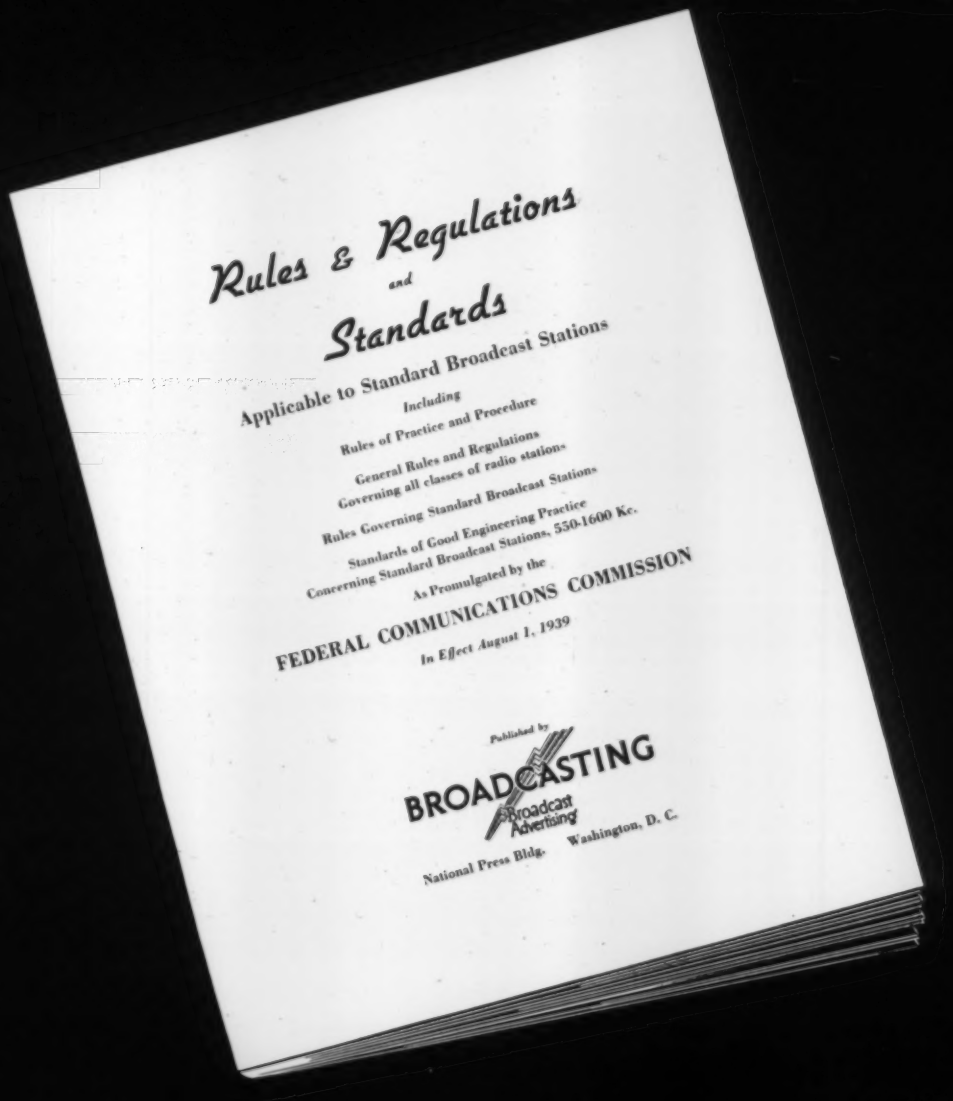


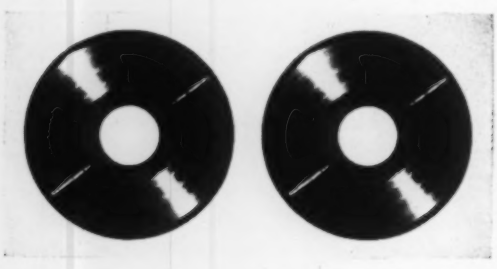
In July BROADCASTING published and distributed 1500 copies of its free 15-page booklet embodying the newly promulgated FCC Rules Governing Standard Broadcast Stations. This supply is exhausted. BROADCASTING now releases, in a 72-page standard-size volume, complete Rules and Regulations and Standards applicable to Standard Broadcast Stations.

Price per Copy, 60¢ ☆ 2 or more Copies, 50¢ each ☆ **72 pages**

Which One is worth millions?

THEY look alike but one is the British Imperial State Crown, studded with rarest jewels. The other, a replica displayed at the British Pavilion, New York World's Fair, is a skillful copy of crystal and silver, but worth only a fraction of the original's value.

Quality, while not always apparent to superficial inspection, is bound to prove itself—in the realm of crowns or recordings. The following enlightening facts should interest everyone connected with radio advertising.



Radio recordings look much alike. Flat discs, 16″ in diameter, covered with fine grooves, they reveal little difference to the naked eye. But when *broadcast* the quality transcription stands out against mediocrity or inferiority. Broadcasting proves the skill and knowledge of the maker.

It is a scientific fact known to sound engineers that World vertical cut Wide Range electrical transcriptions are the most accurate and dependable form of recording for radio. Why?

The World process simply puts all of the life-like quality of speech or music into the recording. Many factors contribute to this superiority—technique, equipment, studios, "know-how"—but they come to a focus in the record.

Until the advent of World innovations, recordings were cut with a lateral movement or from side to side. A wax disc, shaved as smooth as possible, and revolved on a turntable, was cut with a recording stylus. Music or speech coming from the studio microphone made the stylus swing from side to side, violently or gently, depending upon the intensity of the sound wave. The etched wax disc was then coated with graphite in order to "take" the copper electro in the process of making a master from which to print records.

The resulting lateral record, as used for broadcasting, could not be reproduced without a constant audible hissing sound or needle scratch. Equalization or "muffling" of needle scratch was resorted to but this meant sacrifice of sibilance, frequency range and tone quality.

And to obtain maximum playing capacity as governed by disc size, grooves were run close together, and recording levels restricted so that the "undulating" stylus would not break through side walls into the next groove. Hence, more sacrifice of sibilance, frequency range and tone quality.

Then the famous Bell Laboratories, since the invention of the telephone pioneers in sound transmission, developed a revolutionary new method of recording known as the Western Electric vertical cut Wide Range system. A perfect recording was achieved, the result of such drastic changes as these: A smooth flowed wax pattern replaced the less sensitive shaved wax—an up-and-down or vertical etching gave full scope to the vibrations of the cutting stylus—pure gold, the most homo-

WORLD BROADCA

geneous pattern metal, displaced the coarser granular graphite—plastic, flexible disc material succeeded the brittle and coarser grained substances of the old methods.

True—in eye value the new records resembled the old, but the ear caught the difference. Radio stations hailed the new World transcriptions as the ultimate in high fidelity recording. Hundreds of stations voluntarily taxed themselves to install special reproducing equipment for the sole purpose of broadcasting World transcriptions.

To you, as an advertising or agency executive, all this means that your radio advertising can be made more effective by employing World quality—just as your visual advertising needs the finest typography and the best engravings. Certainly your investment in station time and talent, including your carefully chosen announcer, deserves the protection of quality sound transmission.

Test World recordings at any leading station or at a World office and note particularly the perfection of reproduced speech—*speech*, the part of the program that carries your sales message. Your message, the sole purpose of the program, is more vital, more distinct, more concise, more life-like in World recordings than in any others. The announcer is *out front*—not *'round behind.*

When your program is broadcast through World facilities, it is literally the finest quality on the air.

World Offices:

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— ADVERTISERS' BLUE BOOK —

Advertisers planning spot campaigns will do well to consider the influence and popularity of World Program Service Stations. Enjoying exclusive local rights to the greatest repertory of music ever recorded for radio, these stations build programs in endless variety for national, regional or local advertisers.

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KUOA . . Siloam Springs

CALIFORNIA
KPMC . . . Bakersfield
KIEM . . . . Eureka
KGER . . . Long Beach
KHJ . . . Los Angeles
KLX . . . . Oakland
KGB . . . San Diego
KFRC . . San Francisco
KDB . . . Santa Barbara
KSRO . . . Santa Rosa
KGDM . . . . Stockton
KHUB . . . Watsonville

COLORADO
KFEL . . . . Denver
KFXJ . . Grand Junction
KGHF . . . . Pueblo

CONNECTICUT
WTIC . . . . Hartford
WELI . . . New Haven

DIST. OF COLUMBIA
WJSV . . . Washington

FLORIDA
WRUF . . . Gainesville
WQAM . . . . Miami
WDBO . . . . Orlando
WJNO . West Palm Beach

GEORGIA
WRDW . . . . Augusta
WMAZ . . . . Macon
WRBL . . . Columbus
WAYX . . . Waycross
WTOC . . . Savannah

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KIDO . . . . Boise
KRLC . . . . Lewiston

ILLINOIS
WGN . . . . Chicago
WDAN . . . . Danville
WJBL . . . . Decatur
WTAD . . . . Quincy
WCBS . . . Springfield

INDIANA
WTRC . . . . Elkhart
WGBF-WEOA . Evansville
WIRE . . Indianapolis
WLBC . . . . Muncie

IOWA
WMT . . Cedar Rapids
WOC . . . Davenport
KMA . . . Shenandoah

KANSAS
KFBI . . . . Abilene
KWBG . . . Hutchinson

KENTUCKY
WLAP . . . Lexington
WPAD . . . . Paducah

LOUISIANA
WJBO . . Baton Rouge

MAINE
WLBZ . . . . Bangor

MARYLAND
WBAL . . . Baltimore
WTBO . . Cumberland
WFMD . . . Frederick

MASSACHUSETTS
WCOP . . . . Boston
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WHDF . . . . Calumet
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KGCX . . . Wolf Point

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KFAB-KFOR . . Lincoln
KOIL . . . . Omaha

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KOH . . . . . Reno

NEW MEXICO
KGGM . . Albuquerque
KICA . . . . Clovis
KVSF . . . Santa Fe

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WGR-WKBW . . Buffalo
WESG . . . . Elmira
WOR . . New York City (Newark)
WINS . . New York City
WQXR . . New York City
WHAM . . . Rochester
WFBL . . . Syracuse
WFAS . . White Plains

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WEED . . Rocky Mount
WSTP . . . Salisbury

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KRMC . . . Jamestown
KLPM . . . . Minot

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CKPC . . . Brantford
CKOC . . . Hamilton
CKCA . . . . Kenora
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CKSO . . . . Sudbury
CKLW . . . . Windsor

QUEBEC
CKAC . . . Montreal
CKCV . . . . Quebec
CHLN . . Three Rivers

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CKBI . . Prince Albert
CJRM . . . . Regina
CJGX . . . . Yorkton

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4 BC . . . . Brisbane
3 KZ . . . Melbourne
2 GB . . . . Sydney

NEW ZEALAND
1 ZB . . . Auckland
2 ZB . . . Wellington
3 ZB . . Christchurch
4 ZB . . . . Dunedin

MEXICO
XEW . . . Mexico City

SOUTH AFRICA
South African Broadcasting Corp.
Cape Town
Durban
Grahamstown
Johannesburg

PORTO RICO
Destileria Serrallés Incorporated . Ponce

VENEZUELA
YV5RA-YV5RC . Caracas

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Business As Usual

BUSINESS as usual, but with an unprecedented bonus audience, is the immediate effect of the war situation. Radio is performing its most spectacular job in such professional fashion that even the Federal Government, particularly the White House and the embassies, are relying upon the news commentaries for first-hand information.

The incipient boom in national spot reported in this issue is not due to the international situation. But it is developing despite what ordinarily would be a period of uncertainty. Sponsors appear to be more than willing to step aside for the news broadcasts, realizing that the courtesy announcements are reaching added millions who are relying upon radio for war news.

It is too early, of course, to foretell with exactitude the effect on radio of an actual outbreak. If history means anything there should be an upsurge, particularly in the staple and commodity fields. Even though foodstuffs and other essentials might become premium-priced, the tendency hardly would be to cut down on promotion. On the contrary, institutional and good-will advertising would increase, and radio has become an anchor medium in those endeavors.

Any fear of undue Government interference with radio, should war come, is allayed by Federal officials, as reported elsewhere in these columns. The Government regards radio, properly used, as a decided asset because it, more than any other medium, can maintain morale. And censorship, while always a threat in time of stress, cannot be imposed as the law is now written.

Thus, from all sides, despite the grim European picture, the broadcasting industry appears to be cast in its most pretentious role. The job of the major networks in keeping the nation posted around the clock, running up a staggering overhead, is receiving its compensation through laudable advertiser cooperation, as well as encouragement from the soundest Government in a confused world—in a country which, happily, operates its radio and its business "by the American Plan".

A FEW SHORT weeks back, broadcasters by unanimous vote at their convention, called a showdown with ASCAP. It thumbed its nose at the NAB. A special convention has been called for Chicago Sept. 15 to meet the issue. As a matter of policy, principle and pride, the industry must follow through.

Who Won?

MIXED emotions prevail over the action of the U. S. Court of Appeals in the so-called WMEX-Yankee Network case, in which it slapped down the FCC on its theory that it can license new stations with abandon, irrespective of competition, and without interference from that tribunal.

There can be no question that the court intended and delivered a knockout punch on the FCC's pet philosophy, propounded in a number of pending cases. But in the light of the court's ponderous opinion, it is hard to conclude whether the industry wins or whether the FCC now is armed with new and broad powers which forebode more stringent regulation, delving more deeply into income, rates and programs.

It is plain that the court action will have the effect of stopping dead in its tracks any new station-licensing spree in which ruinous competition with existing stations would be entailed. The court recognizes the rights of existing stations to earn reasonable profits, and holds that the public interest requires not merely that a "maximum quantity of minimum quality service" shall be given.

The first impulse is to toss hat in air. But the court, in its exhaustive findings, apparently assigns to the FCC broader powers than it has ever exercised or even asked. It is doubtful whether the FCC will read from the opinion revolutionary powers, and immediately launch a campaign to ascertain the degree of competition existing in given areas. Rather it is expected the Commission will await possible new legislation, or perhaps findings by the Supreme Court in cases raising similar issues.

In these columns we have sharply criticized the FCC for what we construed as unwarranted snooping into fiscal affairs of the industry. But the court now in its zeal to check one type of unbridled regulation, by its interpretations, augments those powers. The FCC, in a supplemental pleading, essays to bring this to the Court's attention and actually enters a plea to sustain its position of "limited powers with respect to business activities and financial returns" of stations. It emphasizes its inconsistency with the American System of Broadcasting.

The opinion, striking as it does at fundamentals, will present an interesting problem for the FCC's new chairman, James Lawrence Fly. It opens possible new vistas in radio regulation, and eventually may have the effect of revising licensing procedure.

On the Record

THE RECORD-royalty grab has begun. The asking price is not one royalty, but tribute to each record manufacturer and to the "performing artists" through their own private little combine, having more than miniature ASCAP aspirations. Thus far only one company—RCA—has disclosed its demands. The futility of collecting an average of $167 per month from independent non-network stations for the right to use only Victor Company records is too ludicrous to pursue.

It's our guess, however, that the drive is premature, of questionable legal basis, and impossible to enforce. Stations do not have to use records. There are plenty of worthwhile transcriptions available, as reasonable or even cheaper in price than the quotation proposed by *one* manufacturer alone.

The record manufacturers may feel they have adequate reasons for their demands, both actual and implied. In the case of RCA, from where we sit, it seems it was more than ill-conceived. Their relations with broadcasters far transcend the fees they would collect from stations which can least afford to pay. RCA is in the broadcasting business and the equipment business. It is already aware of the unfavorable reactions within the industry.

But aside from the equities, it is by no means clear that the record manufacturers or the recording artists have the law on their side. The case on which RCA relies related only to the common law in New York State—not the Federal statutes. The litigation was on purported unfair competition in a case in which the station simulated studio performances with records, where there was conveyed the impression that the artist appeared in the flesh.

Competent lawyers hold that neither the record manufacturer nor the performing artist has a legal basis on which to demand compensation. It is possible, perhaps likely, that the appellate courts will repudiate the claim. Certainly there should be a test case.

Many stations—the red ink ones particularly—are in a quandary. Of course, the safe course would be to forget records of those companies which demand tribute. Unrestricted records (which do not carry the notation "not for broadcast use") and records of manufacturers not demanding tribute, certainly can be performed. Then, of course, there are the transcription-libraries—of high quality and available in increased numbers.

Because the RCA-Whiteman decision was founded on unfair competition, it seems to us that if stations seek to avoid that element, they will be in the clear. Some stations are resorting to the practice of announcing the name of the record manufacturer but not that of the artist, thereby violating no property right or introducing no unfair competition.

Because neither the recording artist nor the manufacturing company has an unquestioned claim to compensation, we feel all elements should seek a final adjudication in a case in which the issues are clearly raised. In the meantime it is only fair, in our view, that efforts to collect royalties be abandoned. This would not prejudice the rights of anyone. Moreover, since only the smaller stations would be hit, and since most of them show small profits, if any, the revenue involved hardly would be substantial for the "collectors."

We Pay Our Respects To —

JOHN HAROLD RYAN

IF THE DEGREE of "Oracle of the Adding Machine" or perhaps "Bachelor of the Burroughs" were added to professional nomenclature, John Harold Ryan would qualify magna cum laude, with an extra yard of gold braid.

For to Harold Ryan the adding machine is what a sextant is to the mariner, a slide-rule to the engineer. He attributes his success as a broadcaster and a business man to the revelations of the galloping digets, and he has taken many an industrial hurdle because of what the figures proved to him.

Formally, J. Harold Ryan is vice-president and treasurer of the Fort Industry Co., the West Virginia Broadcasting Corp. and the Monongahela Valley Broadcasting Co. Translated into call letters, this means he is active general manager of WSPD, Toledo, his home town, and supervising director of WWVA, Wheeling, W. Va.; WMMN, Fairmont, W. Va., and WLOK, Lima, O. In the industry he is the Ryan end of the Storer-Ryan interests, which control these stations, and also hold minority interests in WALR, Zanesville, and KIRO, Seattle. George B. Storer, president of the companies, is Harold Ryan's brother-in-law.

Because he is a practical broadcaster, rather than a impresario, Mr. Ryan recently was elected director for the Seventh District of the NAB, comprising Ohio and Kentucky. Last year he was president of the Ohio Broadcaster's Assn., one of the strongest of the State units.

On Sept. 8 genial, soft-spoken Harold Ryan enters his 55th year. The last dozen of those years he has spent as a station operator, though he probably had not planned it that way. The oil business was his primary interest, and the purchase of the first station by the Storer-Ryan group in 1927 was to promote and advertise the oil business, as a secondary operation. But the radio tail soon wagged the dog, as it often has done, and broadcasting became the major interest.

It was in 1925 that brother-in-law Storer returned from Cleveland with a new idea in marketing gas and oil. Service stations would be erected adjacent to railroad sidings, with gasoline purchased in tank car lots, and the savings thereby passed along to the consumer. In 1927 the Fort Industry Oil Co. was formed to expand these operations. Stations were maintained in Cleveland and Toledo. The owners, in seeking methods to promote their product, decided to use radio. The arrangements were started with the then local station, WTAL. Not long after they were consummated, the Storer-Ryan group owned the station.

So close was the gasoline tieup that the call letters of WTAL were changed to WSPD, connoting the trade name of their product "Speedene" gas. Radio looked good, and in 1928 WGHP was purchased in Detroit. After operating the latter for three years, it was sold to the King-Trendle interests in 1930, and they have been operating it as WXYZ with success, particularly in program innovations.

Against the backdrop of radio, the gas business lost its glamor. In 1931 the gas stations were sold, and the firm looked around for new radio fields to conquer. WWVA was purchased, and placed under the guiding genius of Mr. Ryan. In 1932 George Storer located at Detroit and built CKOK, which became CKLW, just across the river in Windsor, Ontario, but several years later disposed of it to Canadian interests. In 1935 WMMN was purchased, and in the fall of 1938, the FCC approved transfer of WBLY, now WLOK, to the Storer-Ryan group.

Harold Ryan is as much a part of Toledo as his station. As a youth he attended the old Central High School in that city, and then enrolled at Yale, from which he was graduated in 1908. A diligent student, he won the coveted Phi Beta Kappa key. His fraternity, Beta Theta Pi, became a major extra-curricular activity—an interest he has maintained. He was Ohio district chief of his fraternity for several years after graduation and now is treasurer of the Covington Trust Assn., Yale's alumni group of Beta Theta Pi. He has an unbroken string of attendance at the fraternity's national conventions, dating from 1907.

After graduation, Harold Ryan returned to Toledo to enter his father's business, the Arbuckle-Ryan Co., at that time manufacturers of agricultural equipment and railroad supplies. Upon his father's death he became treasurer, a position he retained until its dissolution in 1928. Following the war the lines in which the company was interested had nosedived, and active operations were ended in 1925. It was then he embarked in the gasoline business that proved a direct route to broadcasting with his brother-in-law.

In addition to his radio operations, Mr. Ryan is director and executive committee member of the Ohio Citizens Trust Co., a Toledo financial institution, and director of the Standard Tube Co., manufacturers of steel tubing in Detroit, of which Mr. Storer is president. His civic activities include membership in the Toledo Chamber of Commerce, the newly-organized Advertising Club of Toledo and the Rotary Club.

The Ryan hobbies are far from ordinary. His home in suburban Toledo, where he resides with his wife, the former Frances Storer, is a veritable treasury of rare first editions. Genealogy is his forte. He is now tracing descendants of the Capetian kings, who ruled France from the 10th century. He has ferreted out 8,000 descendants, with five centuries yet to go. A hiker of extraordinary ability, he can walk the legs off many a younger fellow. At school a chief source of relaxation was his mastery of bridge-whist. As a contract player today he has few peers around Toledo.

A remarkably keen man, combining exact memory with mathematical accuracy, keen insight and wise judgment, Mr. Ryan has endeared himself to his employes. Far from being straight-laced, he is congenial, interested in others, witty, and appreciates a good story.

Recently a group of WSPD salesmen were engaged in an "If-I-had-a-million" session. A staff veteran observed: "I would turn it over to Mr. Ryan and say, 'Here's a little something for you to play with'. It's the safest investment I know of." And Mr. Ryan probably would take it up with the oracle of his office—the adding machine.

Personal NOTES

JOHN M. DOLPH, for the last two years assistant general manager of the CBS Pacific Network, with headquarters in Hollywood, has resigned that post effective Sept. 1 to return to the advertising agency field. After a brief vacation he will announce his new affiliation. He has been in radio seven years and was producer of the *Fred Waring* show and *Sunday Evening Hour* for N. W. Ayer & Son. He later became Pacific Coast sales manager of CBS before assuming his present network office two years ago. Before coming into radio he had been with N. W. Ayer & Son as copy writer, assistant copy chief and manager of service.

FRANK S. LANE, veteran manager of WDOD, Chattanooga, has resigned to become director of the new WSPB, Sarasota, Fla., authorized for construction to a group of Chattanooga businessmen July 13 [BROADCASTING, July 15].

JOE SPADEA, station representative, was slightly injured in an auto accident at Gaffney, S. C., Aug. 18 when his car was forced off the road by a truck during a heavy rain and crashed into a wayside gas station. He suffered cuts and bruises but continued to Atlanta by rail.

CLIFFORD ATKINSON, formerly head of the commercial department of KWOC, Poplar Bluff, Mo., has been named head of sales at KWOS, Jefferson City, Mo. The new sales staff includes Bob Debo and Robert Coleman, former newspapermen.

HARRIS EMMERSON, formerly of the business office at WAPI, Birmingham, Ala., has joined the sales staff.

FENTON W. EARNSHAW, executive of Earnshaw Radio Productions, Los Angeles, after six months in Papeete, has returned to his California headquarters.

JAMES B. ROCK, assistant manager of Westinghouse's radio broadcast department under Walter Evans, on Aug. 12 married Miss Henrietta C. Thames, of Jacksonville, Fla., a graduate of the University of Florida. The ceremony took place at the Little Church Around the Corner, New York. They will make their home after Sept. 1 at 1015 Morton St., Baltimore.

JOHNNY CREWS, former manager of KHUB, Watsonville, Cal., has been named manager of KYOS, Merced, Cal. Marion Walker has been named manager of KHUB.

BOB CONVEY, president of KWK, St. Louis, on Aug. 3 became the father of a baby girl, Sharon Kay Convey.

HOWARD FOLEY, formerly of the sales staff of KTAT, Fort Worth, has joined the sales department of KGKO, Fort Worth.

FRED BUGG, formerly general manager of WTMC, Ocala, Fla., has been named general manager of the new WTSP, St. Petersburg, Fla., for which a construction permit has been granted by the FCC. WTSP will operate on 1370 kc. with 100 watts night and 250 watts day.

MAYNARD MARQUARDT, manager of WCFL, Chicago, has returned to his desk following a tonsillectomy.

M. H. (Pete) PETERSEN has resigned as general manager of KFNF, Shenandoah, Ia., and has not announced his future plans. Edward Heaton, of the KFNF sales staff, has also resigned and has announced no plans.

H. R. McLAUGHLIN, who recently resigned as manager of CJRC, Winnipeg, and CJRM, Regina, was presented with a sterling flask inscribed with the names of the station personnel at a recent farewell party.

A. B. SCHILLIN, vice-president and sales manager of WAAT, Jersey City, has been given a five-year contract renewal as of Aug. 1.

MAJ. EDWARD A. DAVIES, sales vice-president of WIP, Philadelphia, sailed Aug. 23 on the *Queen Mary* for France to participate in dedication Sept. 5 of a new war memorial at Verdun.

J. T. GRIFFIN, president of KTUL, Tulsa, and KOMA, Oklahoma City, has been designated to raise Oklahoma's $3,000 quota for the Franklin D. Roosevelt Hyde Park Library.

LEO RICKETTS, sales manager of KFBK, Sacramento, Cal., recently married Patti Yost, who for two years conducted *The Campus Reporter* on KFBK.

HAROLD C. BURKE, manager of WBAL, Baltimore, sailed Aug. 9 for a month's vacation in Europe. He is accompanied by his wife and two children, Marilyn and Terry.

KATHRYN M. DEMPSEY, daughter of Rep. and Mrs. John J. Dempsey, of New Mexico, and sister of William J. Dempsey, FCC general counsel, is to marry David McNeill on Sept. 14.

DAVID A. SYME, managing director of 3HA, Melbourne, affiliate of the Macquarie Network, following a recent emergency major operation, is recuperating on a voyage to Singapore and returns to Australia in early October.

SAMUEL R. ROSENBAUM, president of WFIL, Philadelphia, was honored by the Philadelphia Orchestra for direction of a campaign to keep alive the Robin Hood Dell Concerts. He was presented with an original Liszt manuscript and a cane made from wood of Independence Hall.

E. P. H. JAMES, sales promotion manager of NBC, will return to New York Sept. 12 following a trip to Los Angeles and vacation in Canada.

C. A. LOVEWELL, reported in the Aug. 15 BROADCASTING, as an employe of Yankee Network in connection with an application filed with the FCC for a new station in Brockton, Mass., is not now connected with any broadcasting station or network.

Bixby in Accident

TAMS BIXBY Jr., vice-president and manager of KBIX, Muskogee, Okla., and executive of the *Muskogee Phoenix & Times Democrat*, was painfully burned Aug. 17 when a speedboat in which he was cruising exploded, caught fire and sank on Lake Bemidji in Northern Minnesota. In the boat with him were his wife, two children, and five friends. Following the first blast, which seared all aboard, Mr. Bixby reached into the flaming cockpit for life preservers and his hands, face and upper body were badly burned. By throwing life preservers to several members of the party who could not swim, it was reported Mr. Bixby was instrumental in preventing loss of life.

Louise McKay

LOUISE McKAY, 24, member of the talent staff of WIBW, Topeka, died Aug. 14 from injuries suffered when struck by an automobile near Denver during her vacation. The funeral was in Topeka Aug. 17, and was attended by virtually the entire station staff. She was featured on the *Kansas Roundup* with her sister and brother who formed a trio known as the *Kaw Valley Ramblers*, on WIBW for the last six years.

Edward I. Wheeler

EDWARD I. WHEELER, 63, one-time editor of *Southern California Broadcaster* and well-known in radio circles, died Aug. 21, from injuries sustained when he was run down by an auto while alighting from a bus near his home in Glendale, Cal. He recently had been associated with the *Help Thy Neighbor* program on KHJ, Los Angeles. Surviving are his wife, three daughters, a brother and sister.

BEHIND the MIKE

OWEN VINSON, former program director of WLW, Cincinnati, and his wife, Pauline Hopkins, script writer, have joined Carl Wester & Co., Chicago program firm. Mr. Vinson will produce shows for the firm, while Miss Hopkins will be a staff writer, according to Mr. Wester. Miss Hopkins is the author of *Midstream*, heard on 40 NBC-Red network stations from Chicago, and wrote the MBS show titled *Mad Hatterfields* which was keyed from WLW for two years. Mr. Vinson recently resigned from WLW [BROADCASTING, Aug. 15].

WARREN SWEENEY, announcer at WJSV, CBS Washington key, since 1932 and before that with WRC and WMAL, has been named chief announcer of WJSV.

WALTER (Duke) WINDSOR, recently of KFOX, KGER, Long Beach; KFWB, Hollywood; WTOL, Toledo, and WOOD-WASH, Grand Rapids, has joined KFDA, Amarillo, Tex.

ARTHUR RADKEY, of the WLW, Cincinnati, educational department, has been named instructor in continuity writing at Cincinnati U.'s Evening College. W. Ray Wilson, WLW writer-producer, is taking a 13-week leave to adapt for radio the motion picture "Gateway to Hollywood".

JACK McELOY, announcer of KTUL, Tulsa, recently married Nancy Hurd, KTUL singer also heard as Paula Durand.

AL CAMMAN, of NBC's New York press department, recently married Agnes Schubert.

THOMAS CAREY, of the NBC press department, has been shifted to the international division as night news editor.

GEORGE VOLGER, NBC Hollywood tour guide, takes a four-months leave-of-absence Sept. 13, to join the RCA television exhibit at the Golden Gate Fair, San Francisco.

HUGH BRUNDAGE, KHJ, Los Angeles announcer, has a feature role in the film, "Mr. Smith Goes to Washington", produced by Columbia.

LARRY ROBERTSON, announcer of KFBK, Sacramento, Cal., recently became the father of a baby boy. Mrs. Robertson is the former Frances Schaap, once secretary to Howard Lane, KFBK manager.

STANLEY LANTZ, announcer and musical director of WJBC, Bloomington, Ill., and Evelyn Cornelius, Bloomington nurse, have announced their engagement.

C. I. JONES, recently of Washington and Charlotte newspapers, has joined KTSM, El Paso, as merchandising manager.

GORDON KASPAR, musical director of WPTF, Raleigh, N. C., has written a new song, "Lonely Hours".

JACK CHASE, announcer of KSO-KRNT, Des Moines, and winner of the sectional *Gateway to Hollywood* contest, has been transferred to the new WNAX studios in Sioux City.

JAMES RANDOLPH, continuity writer of KSO-KRNT, Des Moines, is the father of a baby girl.

PAUL PARKER, of the promotion staff of KSO-KRNT, Des Moines, will enroll as a freshman at Dartmouth this fall.

ROLF KALTENBORN, CBS production man and son of H. V. Kaltenborn, is to marry Ruth Brine, woman reporter for CBS, Sept. 29 at "Point of View", the Kaltenborn residence at Stony Brook, L. I.

Shawd Heads WTOL

APPOINTMENT of Arch Shawd as executive vice president of WTOL, Toledo, was announced Aug. 22 by Frazier Reams, president. A native of Springfield, O., Mr. Shawd was formerly general manager of CKLW, Windsor-Detroit, and sales manager of WXYZ, Detroit. He has been in radio for eight years, serving in newspaper and advertising agency work prior to that time. Sterling Beeson Jr., continues as manager of WTOL, under Mr. Shawd.

Mr. Shawd

XEAW Names Hogan

HOMER HOGAN, former partner of First United Broadcasters, Chicago agency, has been named vice-president and national sales manager of XEAW, Reynosa, Mexico, which operates on 960 kc. with 100,000 watts. At one time city editor of the *Chicago Herald & Examiner*, Mr. Hogan was general manager of KYW, then in Chicago, from 1928-1934. Later he became Midwestern manager of Hearst Radio and joined First United Broadcasters in January, 1939. Mr. Hogan will be located in Chicago at 410 N. *Michigan Ave.*, phone Whitehall 4488. XEAW is located 15 miles south of McAllen, Texas, is owned and operated by Carr Collins, president of Crazy Water Crystals Co. and prominent Texas politician.

Meet the LADIES

MRS. CHRISTINA M. JACOBSON

AN ACTIVE business woman for the last 18 years (though she is now only 35), Mrs. Jacobson, owner of KVEC, San Luis Obispo, Cal., avers that she gets her biggest kick out of signing her letters "C. M. Jacobson" and receiving replies addressed to "Dear Mr. Jacobson". Besides operating KVEC, which she established a little more than two years ago, Mrs. Jacobson has owned and operated the Valley Electric Co., electrical dealers and service, for the last 12 years. She knows her watts and kilocycles better than most men, and can handle any and all phases of KVEC's operation.

MEL WISSMAN, script writer at WWJ, Detroit, for several years, has been appointed program director to succeed James Jewell, resigned. Mr. Jewell came to WWJ from WXYZ a little more than a year ago. He has not yet announced future plans.

CLAIR CHAMBERS, formerly sports and specialty announcer at CJRM, Regina, Sask., and CJRC, Winnipeg, on Sept. 1 joined the sales and production staff of CKSO, Sudbury, Ont.

HORACE BROWN, Canadian Broadcasting Corp. staff script writer has completed his book "Sky Theatre", now in the hands of the publishers.

ROBERT N. PERRY, program director of WORL, Boston, and Helen Russell Howorth, WORL production manager, were married Aug. 28. Mrs. Perry will continue her station duties.

TOM JACOBS, announcer of KTRH, Houston, is the father of a baby boy born Aug. 18.

JEAN TENNENT McGRAW, of the traffic department of WOAI, San Antonio, is to be married soon to Richard Meyer of that city.

PHIL KRAMER, heard on the *Grouch Club* over NBC, is slated to do the narration for a new Universal movie cartoon "Slap-Happy Valley".

JOSEPHINE RANSBURG has replaced Clarice Short as secretary to Arthur J. Kemp, Pacific Coast sales manager of CBS, San Francisco. Miss Short is to be married.

PAUL PIERCE, chief of the KNX continuity department, will play host to more than 80 members of the Sigma Delta Chi journalistic fraternity when they visit the CBS studios in Hollywood Sept. 5. The visitors will be conducted on a tour of the studios, after which they will hear a discussion "writing for radio" given by Mr. Pierce.

HOLLIS HULL, announcer at KWOS, Jefferson City, Mo., and Emma Sheffler, of Warsaw, Ill., were married in Warsaw Aug. 2.

ELLA OSWALD has joined KWOS, Jefferson City, Mo., as continuity writer and secretary to John Corrigan, program director.

JOHN GILLIS, of the merchandising department of WLS, Chicago, has returned to his desk after two weeks in a local hospital where he recovered from an automobile accident.

CY HARRICE, announcer of WLS, Chicago, suffered cuts about the face and a dislocated shoulder when his canoe upset while he was shooting rapids on a recent Canadian vacation.

JOHN TOBIN, KROW special events announcer and news commentator, has left the staff to become assistant manager of San Francisco's new Telenews Theater. He will edit newsreels and voice all local shots in addition to his executive duties.

ED DUTY, announcer on KJBS, San Francisco, has been transferred to KQW, San Jose, both stations being owned by Julius Brunton & Sons Co.

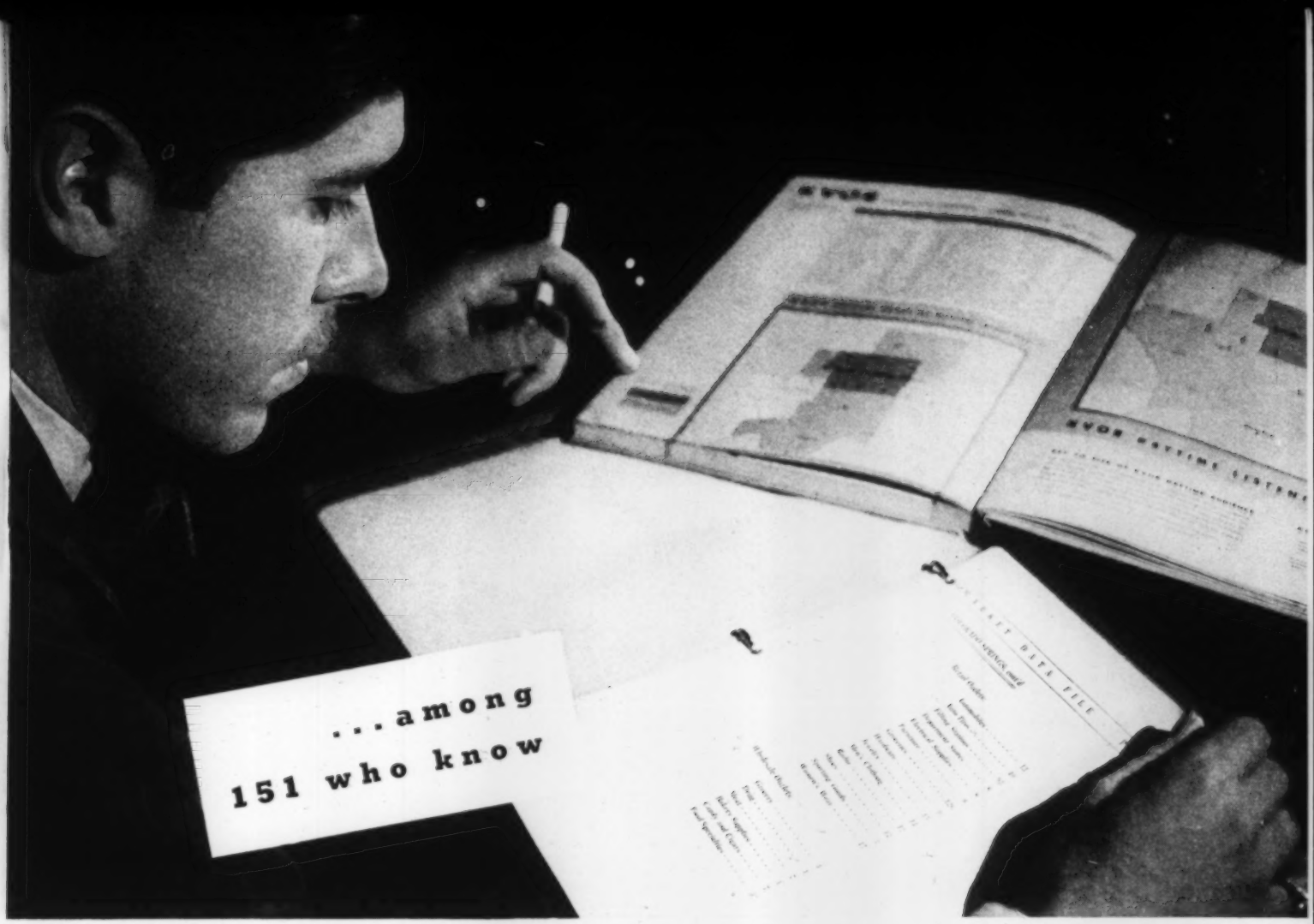
BILL BARLOW, formerly of the publicity department of the Kroger Grocery & Baking Co., Cincinnati, has joined WLW's publicity department to handle trade news.

ALBERT N. DENNIS, newspaper writer on labor topics, has joined the news staff of WJSV, Washington.

ED QUINN, announcer of KGNF, North Platte, Neb., has been named a Colonel in the Frontier Rangers of Nebraska as part of a rodeo promotion drive.

BILL DUNN, program director of WIBM, Jackson, Mich., has sold five songs to Davis & Schwegler, Los Angeles.

MYRON FOX has been named program director of KDYL, Salt Lake City, with George Snell named continuity director.



KVOR GETS TOP RANKING

• Southern Colorado knows KVOR as its home station. It has constantly mounting evidence of KVOR's standing as the number 1 entertainer, educator, informer and adviser to the area. But of greater importance to sponsors is the proof Colorado Springs merchants possess of the power of this station to interpret this standing into unmistakable terms of increased sales.

Local sponsors to the number of 151 have used KVOR's facilities to increase sales and service among the radio listeners of the Colorado Springs-Southern Colorado area in the first eight months of 1939. These are the men who know . . . the men whose fingers are constantly on the pulse of their market . . . the men who see at the end of each day how merchandise is moving and why.

These 151 have chosen KVOR to cultivate this well-above-average market for them. They will tell you, too, that they prefer to handle nationally known products that likewise have the backing of KVOR's effective and persuasive influence on the market both they and it serve.

COLORADO SPRINGS' modern shops and stores do an annual volume in excess of 46 larger U. S. cities. In its retail stores, each man, woman and child spends $449.62 a year against a nationwide average of $270.10.

KVOR *Colorado Springs*

CBS AFFILIATE • 1000 WATTS • FULL TIME

THE OKLAHOMA PUBLISHING CO. • THE DAILY OKLAHOMAN • OKLAHOMA CITY TIMES • THE FARMER-STOCKMAN
WKY, OKLAHOMA CITY • KLZ, DENVER (AFFILIATED MANAGEMENT) • REPRESENTED BY THE KATZ AGENCY, INC.

CARL CANNON, formerly instructor on the NBC Radio City studio and television staff, has joined WSGN, Birmingham as publicity and promotion manager. With NBC for the past five years, Mr. Cannon was editor of *The Transmitter*, the network's house organ. He also served in the engineering, general service, news and special events departments.

BILL FIFIELD, writer of NBC-Chicago, married Miss Mercedes McCambridge, well-known NBC actress, Aug. 17.

MAX KARL, educational director of WCCO, went to Chicago Aug. 31 for a discussion of educational problems with Sterling Fisher, CBS educational director. Mr. Karl's review of "Journalism on the Air" by Dowling Leathergood will appear in the fall issue of *Journalism Quarterly*.

FRED DODGE, new production manager of WFIL, Philadelphia, has now been promoted to program director, with Alston Stevens becoming production manager.

DAVID H. HALPERN, former manager of the New Haven studios of WBRY, Waterbury, on Aug. 14 joined the sales department of Henry Souvaine, New York, where he will do agency contact work.

REGINALD HAMMERSTEIN, theatrical producer and member of the well-known Hammerstein theatrical dynasty, has joined the television department of NBC as a producer.

R. S. PETERSON, auditor of NBC-Chicago, is the father of a baby boy born Aug. 25.

FRANK WELTMER, KOY, Phoenix announcer, has taken on duties of commentator for *Women's Page of the Air*, originating at that station and broadcast daily over the Arizona network. Program is sponsored by Vinson Carter Electrical Co., Phoenix.

FRED DODGE, KFWB, Hollywood, accountant, and Jane Fisher, were married on Aug. 12. Mrs. Dodge is the sister of George Fisher, Hollywood commentator.

J. SOULARD JOHNSON, sales promotion director of KMOX, St. Louis, is teaching sales promotion at the City College of Law & Finance, St. Louis.

BILLY BALDWIN, KSO-KRNT, Des Moines, announcer, won a model airplane contest conducted by the *Des Moines Register & Tribune*.

ALICE PATTON (Mrs. W. Hatfield Smith), of the music staff of NBC-Chicago, is the mother of a baby girl born recently.

FRANK ORVIS, formerly with BBDO, New York, has joined the production department of WMCA, New York.

CHARLES McCARTHY, announcer of WHN, New York, on Aug. 29 married Diana Carlton, former network actress.

BOB GREER, lately of KRRV, Denison, Tex., and before that with WGN, Chicago, KARK, Little Rock, and WLW, Cincinnati, has joined the Texas State Network production staff.

RICHARD CRANS has been named head of the program department of WGNY, Newburgh, N. Y.

KEN WHITE, formerly of WAPO, Chattanooga, has joined WAYX, Waycross, Ga., as chief announcer and program director.

GENE STOUT, of the news staff of WIBG, Glenside, Pa., won the girls' singles championship in a recent Jenkintown tennis tournament.

MARY JANE WEHR, assistant program director of WHKC, Columbus, is tennis champion of the station and is considering taking up the sport professionally.

DICK MACK, J. Walter Thompson Co., Hollywood, has returned from a 30-day leave-of-absence to resume his writing assignment on the NBC-Red *Chase & Sanborn* program.

TAKING as their theme, "Practice what you preach," the KOY, Phoenix, staff found a novel way to celebrate the 35th birthday of Fred A. Palmer, manager. They deluged him with gifts of products advertised on the station. Mr. Palmer is at the extreme right, with Mrs. Palmer and daughter, Carol at his side, along with the staff donations.

ARTHUR SHANK, master-of-ceremonies on the *Pull Over Neighbor* program sponsored by Wilshire Oil Co., Los Angeles, has been signed as announcer for the new California Fruit Growers Exchange (Sunkist) program to be heard three times weekly on a quarter-hour release over CBS. Lord & Thomas is agency.

ROB THOMPSON, who adapted Sax Rohmer's *Fu Manchu* for radio, has been assigned the script work for the forthcoming Republic film "The Return of Fu Manchu".

HAL RAYNOR, Hollywood radio gag writer, has sold his skit, *Topsy & Eva*, to NBC for the Duncan Sisters. Vaudeville version of the satire, also authorized by Raynor, was done by the sister team in London some years ago. Raynor, in private life is the Rev. Henry Scott Rubel, Glendora, Cal. Episcopal minister. He will again write gags for Joe Penner on his new Ward Baking Co. series, which starts on NBC in fall.

FRED JESKE, "Timekeeper" of WSYR, Syracuse, and Florence Cummings, traffic manager, announced their engagement during a news broadcast transcribed for the occasion. The wedding is planned for Nov. 8.

ROSS EVANS, formerly announcer-scripter of WHN, New York, and WBAL, Baltimore, has been placed in charge of radio publicity for the United Council for Civilian Relief in China, headquartered at 1250 Sixth Ave., New York.

HENRY DUPRE, special events director of WWL, New Orleans, has been named a judge of the annual beauty pageant.

JAY FARAGHAN, of WTEL, Philadelphia, has again been filling in for KYW announcers on vacation.

LOIS HAMPTON resigned as a KYA, San Francisco, receptionist recently to accept a role in a radio serial from the Golden Gate Exposition.

JOSEPHINE AVIS, secretary to Manager Reiland Quinn, of KYA, San Francisco, will be married Sept. 11 to Willard Hinkley, San Francisco businessman.

CALVIN FREDERICK Jr., formerly of WNAD, Norman, Okla., has joined KOMA, Oklahoma City.

DON WILSON, announcer on the General Foods *Jack Benny* program (Jello), has been signed by Paramount Pictures for a broadcasting role in the picture "$1000 a Touchdown".

WILLIAM NORRIS, son of Kathleen and Charles Norris, the authors, has joined the NBC press department in New York.

GEORGE COMBS Jr., news commentator of WHN, New York, recently joined the new magazine, *People*, as one of its editors. He will continue his regular duties at WHN.

Big Fishermen

RADIO MEN accounted for two of the biggest fish catches of the season in Nova Scotia during August, according to official reports of the Government of Nova Scotia. James D. Shouse, vice-president and general manager of WLW, Cincinnati, on Aug. 10 boated a 495-pound white shark at Wedgeport, a rare catch, after it had partially devoured a big tuna already hooked by a nearby angler. William B. Lewis, program vice-president of CBS, fishing at Liverpool, on Aug. 17 caught a 467-pound tuna, which took him one hour and 40 minutes to land. Among the other big fishermen of the current season was Clifford M. Chafey, WEEU-WRAW, Reading, Pa., who caught an 80-pound white marlin off Ocean City, Md.

EDGAR BERGEN sailed from San Francisco Aug. 23, to begin his first vacation from the NBC Hollywood studios since December, 1936. Bergen is visiting Hawaii, and will be absent for a month. He missed the Aug. 27 Charlie McCarthy show, but will be piped in via shortwave for the Sept. 3 broadcast, missing the Sept. 10 broadcast and returning to Hollywood for the Sept. 17 program.

MRS. ROBERT SHERROD, wife of the Washington correspondent of *Time* Magazine, who as Betty Hudson was connected with various Washington stations as a commentator on fashion and shopping, on Aug. 20 became the mother of a 6 lb. son, her second, born in Washington's Columbia Hospital.

BUD RICE, formerly news editor of WNEW, New York, and recently with Muzak Corp., has returned to WNEW as an announcer.

FREDA CRAIG, night receptionist at KYA, San Francisco, recently resigned to take a position with a steamship company. She was succeeded by Janet Kistemann.

TOM DECKER, formerly of KHQ, Spokane, has joined KOIN, Portland. EARL GAMMONS, general manager of WCCO, Minneapolis, was host recently at a supper party for Paul Whiteman and his orchestra, playing the local Orpheum Treatre.

Federal Tennis Champ

C. ALPHONSO SMITH, acting chief of the FCC information section and a former national junior doubles tennis champion, on Aug. 27 won the Government tennis tournament, representing the championship among all the Federal employes in Washington.

Sam Henry Takes New Post at NAB

Will Aid in Launching of Radio Advertising Bureau

SAMUEL J. HENRY Jr., for the last four years sales promotion manager of World Broadcasting System, on Aug. 28 joined the NAB headquarters staff to undertake duties in connection with its launching of the Bureau of Radio Advertising, designed to promote sale of time.

The bureau, advocated by the Sales Managers unit of the NAB, is under the immediate supervisory charge of Paul F. Peter, research director, and Ed Kirby, public relations director. Mr. Henry will coordinate his operations with these department heads.

Arthur Stringer, Chicago publicist who last month joined the NAB as a member of Mr. Kirby's department to handle cooperative industry promotion, has initiated arrangements with the major networks for the campaign to acquaint listeners with program changes entailed by the return to Standard Time Sept. 24. Special network features, as well as programs of independent stations, will be planned for the week prior to the change, under Mr. Stringer's direction. Dealer tie-ins and other promotions also are contemplated.

Messrs. Kirby and Stringer on Aug. 24 met with program and promotion officials of the major networks in New York to discuss the preliminary plans. Among others, they conferred with W. B. Lewis, CBS program vice-president, Victor Ratner, CBS sales promotion manager, William S. Hedges, NBC stations vice-president, and T. C. Streibert, MBS-WOR vice-president, as well as promotion and program executives of the networks.

Clement for Lord

RESIGNATION of Edward J. Lord as manager of WLNH, Laconia, N. H., and appointment of Earle Clement, production man of WTAG, Worcester, Mass., as his successor, was announced Aug. 24. Mr. Lord, formerly with WEEI, WNAC and WBZ, Boston, in program capacities, retired from his managerial post after two years. He has not announced plans.

Gladstone Murray Returns

MAJ. W. E. GLADSTONE MURRAY, general manager of Canadian Broadcasting Corp., announced on his return from England, Aug. 17, on the *Dixie Clipper* a "new cooperation" between the Canadian and British Broadcasting Corporations. Because of the way CBC handled the Royal visit broadcasts, CBC will send more programs to Great Britain in future in exchange for a greater number of BBC programs designed for Canadian listeners. The CBC will not at present erect a shortwave transmitter to take care of these broadcasts, relying on present facilities.

A GROUP of attorneys, organized as Arlington Broadcasting Corp., has applied to the FCC for a new 250-watt station on 1420 kc. in Arlington, Va., just across the Potomac from Washington. Heading the group is Charles R. Fenwick, president, with 77 shares; with Edmund D. Campbell, vice-president, 1 share; James Gumm, secretary-treasurer, 50 shares; John Harland Pollard Jr., 11 shares; John W. Brabner-Smith, 11 shares.

THE 118-pound tarpon, whose fins J. Robert Lawton Jr. is holding, was caught by the engineer of WWL, New Orleans, off Grand Isle, La., winning him a gold button in a tarpon rodeo. Lawton caught the six largest fish. It took him 68 minutes to land the big one, his first.

Asks Operators' Change

MODIFICATION of FCC requirements for renewal of operators' licenses has been suggested to the FCC in a letter from Samuel R. Rosenbaum, president of WFIL, Philadelphia, and chairman of its Labor Committee. He held that the scope of the present knowledge requirements covered by the examination questions "is incompatible with the nature of the work demanded of the majority of present radio operators," and that the minimum experience specifications appeared too strict.

W. J. Gunther

W. J. GUNTHER, 34, for the last five years chief engineer of WJJD, Chicago, died Aug. 18 of a brain complication resulting from infected tonsils. Born in Davenport, Ia., Mr. Gunther in 1932 joined the old WJKS, now WIND, Gary, Ind., where he was associated with R. L. Atlass, now owner of WJJD-WIND. Known to his associates as "Windy", Mr. Gunther was well-liked in Chicago radio and was widely known among technicians in the industry. He is survived by his wife Essie, their small daughter, Judith, four brothers and his mother.

For Verse Titles

A SUMMER slump curative is *The Singing Cop* on WEEI, Boston. Every morning an original poem by Bill Elliott is read and a $5 daily prize is awarded for the best title, with a grand prize of $25 each week for the best set of five titles.

THE FCC recently denied a petition of WEBC, Duluth, to be permitted to use either of the following station identifications: "*This is WEBC, Duluth and Superior*" or "*This is WEBC with studios in Duluth and Superior.*" The station has its main studios in Duluth, which is across the bay at the Head of the Lakes from Superior, Wis. It is controlled largely by the publisher of the *Superior Telegram*, and the same company also operates WMFG, Hibbing, Minn., WHLB, Virginia, Minn., and WEAU, Eau Claire, Wis.

in the CONTROL ROOM

JOHN M. BALDWIN, chief engineer of KDYL, Salt Lake City, was in Camden, N. J., in mid-August, arranging for a demonstration of RCA's traveling television units under KDYL's auspices in Salt Lake.

RALPH SARGENT, of the technical staff of KLZ, Denver, on Aug. 12 married Miss Marjorie Paul.

CHARLES HENRY, KROW, Oakland, has received a citation from the commanding officer at Fort McKinley, P. I., for acting as relay operator, handling over 1,800 messages a month.

WILLIAM PITT has joined the engineering staff of WNAX, Yankton, S. D., as relief operator.

DAVE KORBACK, control operator of KSUN, Lowell, Ariz., is back at that station after being loaned for five weeks to a sister Arizona Network station KTUC, Tucson, for the vacation season.

JAMES BAXTER, Ralph Carleton Greene and James Bevington, graduates of Midland Television Inc., Kansas City radio school, have taken posts with WLOK, Lima, O.; WSAY, Rochester, N. Y., and KLZ, Denver, respectively.

T. R. DUNLOP, engineer of WJJD, Chicago, married Evelyn Williams Aug. 19. Mrs. Dunlop was formerly on the secretarial staff of WISN, Milwaukee.

ERNIE GRAHAM, engineer of WJJD, Chicago, is the father of a baby girl born recently.

RICHARD HAYSEL, of the CBS Hollywood engineering department, and Dolores Blitz, formerly of the network office staff in that city, were married Aug. 11 in Los Angeles.

AUGUST HIEBERT has resigned as chief engineer of KBND, Bend, Ore., to join KFAR, new station in Fairbanks, Alaska. He will aid Stan Bennett, also from KBND, in the transmitter installation. New chief engineer of KBND is Gene Lovejoy.

JAMES V. SIMS, recently of WJLS, Beckley, W. Va., has joined WBTH, Williamson, W. Va., as engineer-announcer.

FDR's Facsimile

WOR, Newark, effectively demonstrated the use of facsimile to President Roosevelt recently when its regular facsimile program was received each day on a special Finch facsimile receiver installed aboard the U. S. Cruiser *Tuscaloosa*, on which the Chief Executive was making a 10-day cruise in the North Atlantic. A complete copy of the daily news transmission, broadcast on WOR's regular 710 kc. channel from 2 to 4:30 a. m. (EDST), was placed before the President each morning by *Tuscaloosa* radio officers. WOR also has started a new schedule for Finch transmission on W2XUP, its ultra-high frequency station operating on 25.25 mc., broadcasting daily from 4 to 6 p. m. W2XJI, relaying regular MBS programs, also has been shifted to 25.30 mc. and currently operates 11:30 a. m.-3:45 p. m. (EDST).

"ONLY KSFO WAS THERE"...one of a series

HORROR IN THE DESERT...600 MILES AWAY—

...But KSFO GOT THAT STORY... ON-THE-SCENE

● Five hundred and fifty miles by automobile; twenty weary miles by hand-car...and KSFO's four-man crew had reached the Nevada wasteland where the streamliner "City of San Francisco" made tragic news last month.

● That's nearly as far as from New York to Toledo... but it was in KSFO's News Bureau service area, and Northern California had a vital interest in the tragedy.

● A makeshift telephone circuit was rigged at the scene and bulletins, statements and reports on interviews were flashed across the miles to KSFO and news-hungry Northern California. Transcriptions made as close to the wreck as power was available were flown to KSFO for still more complete coverage.

● KSFO...and only KSFO among all radio stations... was on the job. Such service to listeners, plus brilliant showmanship, Columbia's great programs and outstanding local features, keeps KSFO at the peak of popularity in Northern California.

KSFO 560 KC

PALACE HOTEL
SAN FRANCISCO

COLUMBIA BROADCASTING SYSTEM

REPRESENTED NATIONALLY BY FREE & PETERS, INC.

Only the

"It's the Q that counts"

THE TEXAS QUALITY NETWORK

EACH STATION AFFILIATED WITH THE NATIONAL BROADCASTING CO.

Ask for Texas Quality Network S

EDWARD PETRY & COMPANY, INC

he Quality Quartet has both...

Popularity and ***Power*** are still the passwords to radio success in the vast Texas market.

The stations of the Texas Quality Network are first in popularity in their immediate markets of Dallas, Ft. Worth, Houston and San Antonio. Consumer and dealer surveys prove it. Advertisers know it!

The rest of Texas—the other 600 incorporated towns and the rural areas—are served the same NBC, TQN and local productions heard in the 4 key markets. They are heard because TQN has power—105,000 watts—4 times the day power and 10 times the night power of all competing Texas network stations combined! This power sends TQN programs clear and strong to 97% of all Texas radio homes plus important parts of Oklahoma, Arkansas and Louisiana!

Power and ***Popularity***—the Texas Quality Network has both. And TQN is the only Texas network that does have both.

....WFAA-WBAP DALLAS FT. WORTH **KPRC** HOUSTON **WOAI** SAN ANTONIO

Network Standard Market Data Brochure

NC.– NATIONAL REPRESENTATIVES

Moody Music

WHEN C. L. Menser, head of Gardner Adv. Co., Chicago, and producer of *The Inside Story* on NBC-Blue network, wants mood music for his show he knows how to tell Roy Shields, NBC conductor. Descriptions include, "I've-got-to-get-her-out-of-here-music", "nail-biting music", "man-at-an-opera-and-his-corns-are-hurting-him music", "little-guy-with-a-six-foot-wife-and-he's-just-got-a-divorce-music". Mr. Menser worked with Mr. Shields for years while he was program director of NBC-Chicago, and Mr. Shields says the instructions are perfectly plain to him.

PLANS for a National Donut Week Oct. 9 to 14 are under way, being handled by Bert Nevins, 50 E. 42nd St., New York City, who has invited radio stations to contact him for suggested local tieups.

Guestitorial

A RADIO WORKSHOP

By GEORGE JENNINGS
Director, Central Radio Workshop
Chicago Public Schools

WHAT do you, Mr. Program Director, do with the 15 or 20 young men and women who almost daily crowd into your office with the plea, "I want to get into radio?" Do you run them through a routine audition, listening with half an ear to what they do on the mike and with the other to the latest story of the engineer? Do you listen to them only for appearances sake; for the sake of so-called good-will, and then when the hopeful has left the studio, have him sign a card? You know what happens to that card. It goes into a file along with several hundred, and in the case of large stations, several thousand others.

The Radio Council of the Chicago Public Schools faced a greater problem even than the program director of any station. Since it is a producing organization with which high school students and teachers are familiar there was almost a constant stream of young people going through the office asking, "why can't we broadcast?" And, most of them had talent.

In February of 1939 the Director of the Council, Harold W. Kent, arranged to set up a Central Radio Workshop, which would meet once a week for two hours in the Council studios. Notices were sent to every high school and to those boys and girls whose names were, like those of hundreds of others in every station in the country, on cards in our files.

The response was terrific. After the regular broadcasting schedule for the day was completed, the production staff listened to hundreds of boys and girls. For a week auditions were held. Of course, the mortality rate was high. Out of the several hundred boys and girls who answered the first call, approximately 75 were chosen for final auditions. From this group of 75, 30 were chosen as members of the Central Radio Workshop.

To keep 30 active boys and girls, most of them of superior intelligence and ability, busy and interested is a job. But it can be done. The microphone exerts a powerful influence over them. Included in the group were ten high school teachers who not only took part in rehearsals but who, in the control room, observed studio and voice techniques.

At first, much time was spent on such simple things as microphone position, fading in and fading out, crowd noises, ad libbing and other tricks of the radio actors technique. Remember, these boys and girls, for the most part had never been near a microphone.

After a month of evening meetings which sometimes ran as long as three hours, the Central Radio Workshop Group went into actual rehearsal on productions for the air, and since then has done an average of one on-the-air broadcast a month.

When there was not an actual production in rehearsal for broadcasting, the larger group was broken up into "casts" and given scripts on which to work. Transcriptions of these studio productions were made for criticism and evaluation.

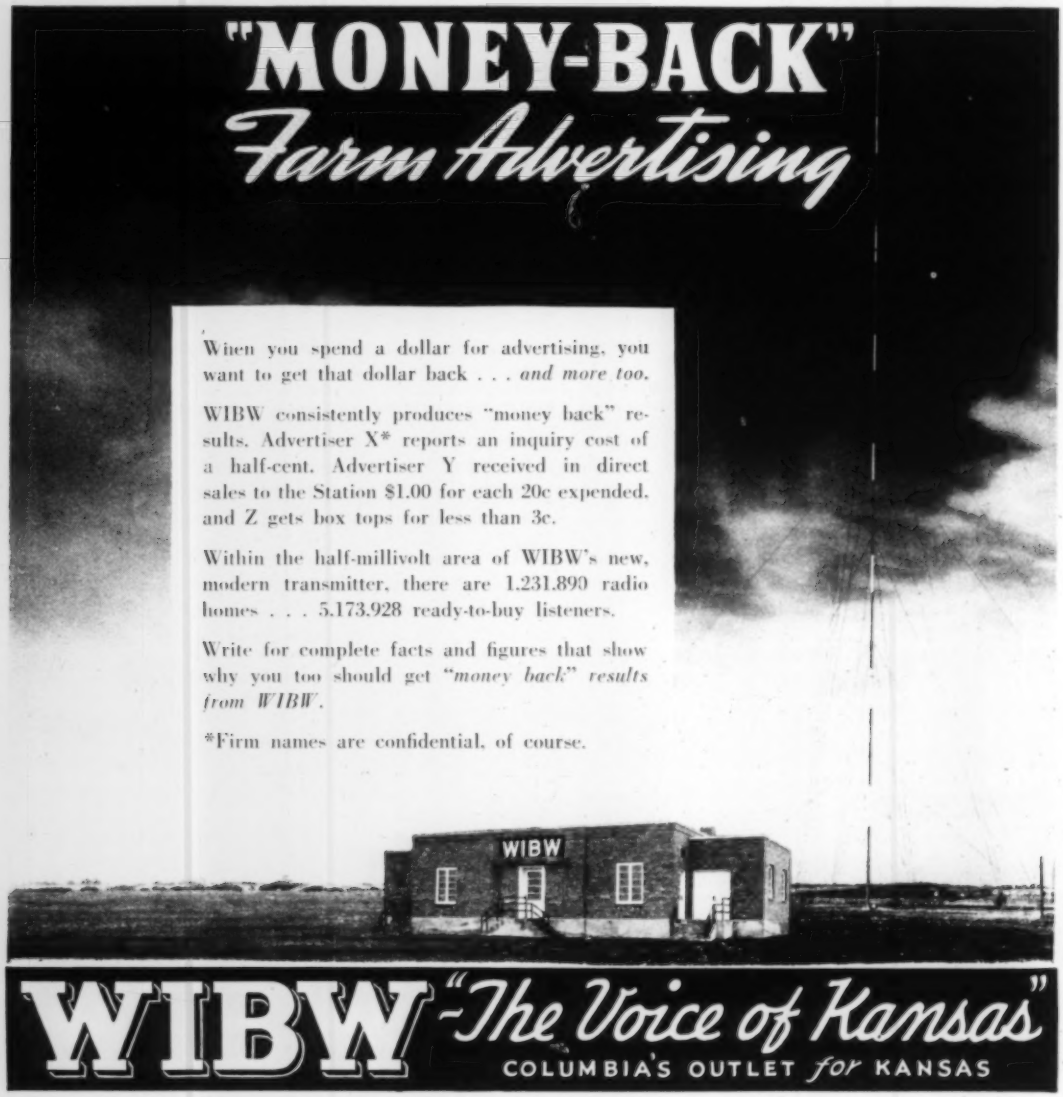
At once the professional actor or producer will say, "But aren't you building up false hopes in these boys and girls? You know as well as we do that the radio field, from announcer to zither-player is overcrowded and competition is intense? We can't absorb these trained people."

Fundamentally, the workshop of the Radio Council, does not plan on training professional actors and actresses. Primarily, the Workshop is a source of talent for the "in-school" broadcasts of the Council; an experimental laboratory for the trying out of new scripts; and an observation post for high school teachers who want to organize similar workshops in their schools.

The Director of the Council and his staff desire to give the high school student an insight into the workings of radio . . . a medium which continues to play an ever increasing part in modern living . . . to the end that his use of that medium for enjoyment and cultural growth may be intelligent and provocative.

Does it work? Well, school closed June 23. At the workshop meeting preceding that date the question of continuing through the summer was discussed. Did the students clamor that it would be too hot? That they were tired? That they needed a vacation?

No, sir! They demanded that we meet with them twice a week, and that we do three half-hour shows instead of the usual once a month 15-minute spot. And we have!


"MONEY-BACK"
Farm Advertising
When you spend a dollar for advertising, you want to get that dollar back . . . and more too.
WIBW consistently produces "money back" results. Advertiser X* reports an inquiry cost of a half-cent. Advertiser Y received in direct sales to the Station $1.00 for each 20c expended, and Z gets box tops for less than 3c.
Within the half-millivolt area of WIBW's new, modern transmitter, there are 1,231,890 radio homes . . . 5,173,928 ready-to-buy listeners.
Write for complete facts and figures that show why you too should get "money back" results from WIBW.
*Firm names are confidential, of course.
WIBW
WIBW "The Voice of Kansas"
COLUMBIA'S OUTLET for KANSAS

BEN LUDY, *General Manager*
Represented by
CAPPER PUBLICATIONS, INC.
New York—Detroit—Chicago—Kansas City, Mo.—San Francisco

Business Firms Offer Basis for Bank's Programs

Quick Appreciation Accorded New Mexico Salute Series

By CHAS. C. ALSUP
Manager, KICA, Clovis, N. M.

BANK advertising has always presented a problem to our staff. Some time ago we hit on an idea that has definitely solved the problem, not only from the station's standpoint but for the Citizens Bank of Clovis.

Eighteen months ago we presented the *Builders of Clovis* idea to the president of the bank. No firm had ever taken time or expense to recognize firms and individuals responsible for the building of this community. Not every type of business could use the idea effectively but a bank could definitely profit by "good will".

The bank president was willing to give it a trial. Copy was prepared and three half-hours weekly contracted for by the bank. The first local firm used was a member of a national organization. Folders were printed with a greeting from the bank president on the front and a bank advertisement on the back. The day the program is aired, the firm saluted receives the program in the folder through the mail as a reminder that "today is the day".

Results were almost instantaneous. From the local store manager, district men and the New York office came letters of appreciation to the bank. At the end of six months the bank called for a renewal of the contract, this time for a 52-week period.

Brings New Accounts

Bank publications have carried much publicity on the program. Letters on file at the bank and station include letters from the heads of the nation's largest business firms to local personages.

Dozens of new accounts have come to the bank directly from results of the advertising. New firms coming into the city have selected the bank as a depository because they have been publicized through this program.

It has been well received by the listening public because here-to-fore they have never known the "inside" of the firms contributing to the city in which they live. Hundreds have congratulated the bank personnel.

The high school library has received copies of each program for reference data. A letter of appreciation and thanks to the bank from the school superintendent is on file with the bank. The programs have been used frequently by classes in the school.

Builders of Clovis is in process of being copyrighted but the idea is available for use of any station desiring same with permission.

AS THE three-millionth visitor to NBC's Radio City studios, Mary Jane Goodwin, of Greensboro, N. C., on Aug. 14 was awarded a round trip to Bermuda via Pan American *Clipper*, an RCA portable phonograph-radio combination, and specially conducted tours through the Rockefeller Center buildings in New York and the World's Fair. Miss Goodwin also participated in an NBC-Blue broadcast from the Rainbow Grill, where she was guest of honor at a dinner with radio celebrities.

UNIMPORTANT FACTS

ABOUT WFBR?

- Magnificent new studios!
- Accomodations for large studio audiences!
- Towers built in brackish water for greater efficiency!
- Winner of VARIETY showmanship award!
- Etc.--Etc.--Etc.--

UNIMPORTANT?--*well, relatively unimportant beside this*

ONE IMPORTANT FACT

ABOUT WFBR:

WFBR *gets results!*

That's why it carries more advertising than any other Maryland Station.

IN BALTIMORE THEY LISTEN TO— WFBR

National Representatives: EDWARD PETRY & CO. NEW YORK · CHICAGO SAN FRANCISCO DETROIT

MARYLAND'S PIONEER BROADCAST STATION
BASIC N.B.C. RED NETWORK

When you have something to say . . .

say it WHERE it counts . . .

● When you "SAY IT" to 399,540 radio homes in WMC's primary day territory, you're saying it to a receptive and "buy-able" audience. You're selling an audience who not only CAN listen, but one which WANTS to listen and wants to buy. This fact is proven by the sales successes of scores of products which have told their message over the Mid-South's pioneer radio station, WMC.

Say it where the selling is good... over WMC, a good station in a responsive market.

★

5,000 Watts Day
1,000 Watts Night

WMC Memphis

NBC RED NETWORK

Owned and Operated by

THE COMMERCIAL APPEAL

"The South's Greatest Newspaper"

NATIONAL REPRESENTATIVE: THE BRANHAM CO.

ALKA-SELTZER TAKES THE AIR

And Product Unknown in 1931 Now Is a Household Word, With Radio Paving the Way

By WALTER A. WADE
Wade Adv. Agency, Chicago

IN 1931 a product unknown and unsung; in 1939 a name known to everyone in the United States and in dozens of foreign countries. That, in a few words, is the history of Alka-Seltzer and its phenomenal rise to the sales position it indisputably holds today.

Mr. Wade

And beginning this fall Miles Laboratories Inc., of Elkhart, Ind., brings a new half-hour program to the networks starring the famous blind English pianist, Alec Templeton.

To build Alka-Seltzer sales during the last eight years, practically every medium—radio, magazines, newspapers, car cards, posters and movie shorts—has been used not only in the United States, but also in Canada, England, France and other countries as well. Since commercial programs are not allowed on English radio, Radio Luxembourg and Radio Normandie carry Alka-Seltzer broadcasts for English, French and Belgian listeners.

Upward With Radio

The upward trend of Alka-Seltzer sales parallels closely the gradual increase in advertising. In radio this increase has been from a single half-hour broadcast once each week on a single station to two full network broadcasts every week, coupled with spot transcriptions, news broadcasts and foreign language programs covering some 80 or more stations not connected with the networks used. The *National Barn Dance* on 73 stations of NBC-Blue has been developed into a national Saturday night institution.

Back in 1931, Alka-Seltzer's first radio venture was to sponsor a half-hour musical program on Sunday afternoons over WLS, Chicago, featuring *Songs of Home Sweet Home*. Free samples of Alka-Seltzer were offered as a listener check, and one program drew some 20,000 requests. After this test *Songs of Home Sweet Home* was moved to the basic Blue network. The following fall it was decided to present a 15-minute Sunday afternoon program called *The Hoosier Editor* on a coast-to-coast CBS network. Then, in January, 1933, Alka-Seltzer began to try the barn dance type of program. For 20 weeks only WLS, Chicago, was used. There it produced such good results that two other stations, WJR, Detroit, and KDKA, Pittsburgh, were added for the summer. In September, 1933, the program was enlarged to the NBC basic Blue, and from that time it has continued to expand.

While the *National Barn Dance* has enjoyed the longest uninterrupted run of all Alka-Seltzer programs, there have been others, notably Uncle Ezra's *Station E-Z-R-A*, broadcast three times weekly for four years on NBC Red. Spot broadcasting activities have included transcriptions of *Comedy Stars of Hollywood, Those O'Malleys, Thank You, Stusia* and *Comedy Stars of Broadway*; and currently running on 80 stations is a series of five-minute transcriptions alternating the *Hoosier Hot Shots* and the *Vass Family* from five to six times weekly on each station.

Now in the final stages of preparation is a new series of half-hour programs starring Alec Templeton, who will be featured with a specially selected vocal ensemble, a 15-piece string orchestra and guest stars. The first broadcast is set for Monday, Sept. 25, at 9:30 p. m. (EST). and will continue weekly at that time throughout the fall and winter on NBC-Red.

Even a Movie

Much of Alka-Seltzer's advertising success has been due to the good will it has created among retail druggists. Every effort has been expended to gain their willing cooperation, and Alka-Seltzer was one of the first to enforce an anti-price-cutting rule. In line with this policy of thoroughly merchandising all forms of Alka-Seltzer advertising to retail druggists, last fall the idea was conceived to use Alka-Seltzer's nationally famous radio talent as a vehicle to carry the complete merchandising story to retail druggists all over the country.

And so a half-hour motion picture was produced using the Alka-Seltzer radio talent as the entertainment part of the picture. Interspersed through the film between the entertainment are presented graphic examples of how Alka-Seltzer is helping produce sales for druggists through its various advertising media, how the distribution of 20,000,000 Dr. Miles Almanacs and 15,000,000 Dr. Miles Weather Calendars every year aids druggists' sales, and how the druggist himself may cooperate by using free display material in his own store. The film's premier showing last winter was received with great enthusiasm from the first group of 2,000 druggists assembled. Wherever it has been displayed it has gained such interest that it is now in demand by druggists associations all over the country.

Of the success of Alka-Seltzer advertising, and of Alka-Seltzer radio in particular, we can say: "There is no magic about the success of Alka-Seltzer. We had an uncommonly good product to sell to all the good common people in this country, so we used the radio to tell them about it. The product made good and so the advertising of Alka-Seltzer was successful."

Job Program Promoted

MONTHLY posters and weekly bulletins are being sent regularly to 4,000 industrial employes in the Cincinnati area by the local office of the Ohio State Employment Service to promote their series of weekly broadcasts on WSAI, Cincinnati. The posters, displayed on bulletin boards of every machine shop and factory in the area, list the speakers, who are leading industrialists, and the subjects of coming broadcasts.

JACK W. LAEMMAR, time buying division, Blackett-Sample-Hummert Inc. Chicago. Included among this agency's Chicago radio accounts are General Mills, F. & F. Labs., Wander Co., Skelly Oil Co., Sears, Roebuck & Co., Procter & Gamble. In 1938 B-S-H was tops in agency radio billing with $12,493,933. It leads again in the first half of 1939.

"Whenever I get a free moment I spend it reading BROADCASTING because it's crammed full of the facts of radio. I have my personal copy delivered at home so I can go through it from cover to cover. One thing I always notice about BROADCASTING is its popularity with time-buyers. At the golf course or over luncheon, my radio friends and associates are always saying, 'I saw in BROADCASTING where . . .' or 'Did you read that swell article in BROADCASTING on . . .' As for the YEAR BOOK, it's never beyond my elbow."

★

BROADCASTING *Blankets* TIME-BUYERS

THE Business OF BROADCASTING

STATION ACCOUNTS

sp—studio programs
t—transcriptions
sa—spot announcements
ta—transcription announcements

KFRC, San Francisco

Charles R. Hires Co., Philadelphia (beverages), 7 *sa* weekly, thru O'Dea, Sheldon & Canaday Co., N. Y.
Healthaids Inc., New York (Serutan) 3 *sp* weekly, thru Austin & Spector, N. Y.
Vita-Par Corp., Newark (paint) 5 *sa* weekly, direct.
Langendorf United Bakeries, San Francisco (chain), 5 *sa* weekly, thru Leon Livingston Adv., San Francisco.
Lea & Perrins, Chicago (sauce), 2 *sa* weekly, thru Schwimmer & Scott, Chicago.
Mrs. W. G. Ballard, Los Angeles (religious, "I Am"), 7 *sp* weekly, thru Ted Dahl Adv., Los Angeles
Vita Seltzer Co., San Francisco, *sa* series, thru Cesana & Associates, San Francisco.
Calo Products, San Francisco (pet foods), weekly *sp*, thru Theo. Segall Adv., San Francisco.
Andrews Heater Co., Los Angeles (gas-wall heater), 15 *sa*, thru Gerth-Knollin Adv., Los Angeles.
Owl Drug Co., San Francisco (chain) 11 *sa*, thru MacWilkins & Cole, Seattle.
General Motors Corp., Detroit (motor cars) 10 *sa*, thru Campbell-Ewald Co., San Francisco.

Iowa Bcstg. System

Congress Cigar Co., Newark, weekly *sp*, thru Marschalk & Pratt, N. Y. (KSO).
Vick Chemical Co., New York, 4 daily *sa*, thru Morse International, N. Y. (WNAX).
Rex Research Corp., Toledo (Fly-Tox), 13 *sa*, thru Gordon Vlchek Co., Cleveland (KRNT, WMT).
Haskins Bros., Omaha (soap), daily *sp*, thru Buchanan-Thomas, Omaha.
Smith Bros., Poughkeepsie, N. Y. (proprietary), daily *sa*, thru J. D. Tarcher & Co., N. Y.
White Cross Co., Kansas City (anti-tobacco product), 6 *sa* weekly, direct (WNAX).
Pen-Jel Corp., Kansas City (pectin), 5 *sa* weekly, thru R. J. Potts & Co., Kansas City (WNAX).
Wincharger Corp., Sioux City, Ia., 3 *sa* weekly, thru E. H. Brown Adv. Agency, Chicago (WNAX).

WOR, Newark

R. B. Davis Sales Co., Hoboken, N. J. (baking powder), 5 *sp* weekly, thru Charles Dallas Reach Co., Newark.
Chas. B. Knox Gelatin Co., Johnstown, N. Y., 3 *sp* weekly, thru Kenyon & Eckhardt, N. Y.
Manhattan Soap Co., New York (Sweetheart soap), 2 *sp* weekly, thru Franklin Bruck Adv. Corp., N. Y.

KVOR, Colorado Springs

Union Pacific Railway, Los Angeles (menus), 3 *t* weekly, thru Caples Co., Los Angeles.
Skelly Oil Co., Kansas City, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.

WOV, New York

Armstrong Racing Publications, New York, 40 *sa* weekly, direct.
Gem Packing Corp., New York (salad and cooking oil), 6 *sp* weekly, direct.

KFI, Los Angeles

Wilmington Transportation Co., Wilmington, Cal., (ship transport), 4 *sa* weekly thru Neisser-Meyerhoff, Los Angeles.
Charles E. Hires Co., Philadelphia (root beer), 5 *ta* weekly, thru O'Dea, Sheldon & Canaday, N. Y.
Larus & Bros. Co., Richmond (Domino cigarettes), 6 *sa* weekly, thru Warwick & Legler, N. Y.
LA Sausage Co., Los Angeles, 3 *sp* weekly, thru Darwin H. Clark, Adv. Agency, Los Angeles.
Helms Bakeries, Los Angeles, (chain), 3 *sp* weekly, thru Martin Allen, Adv. Agency, Los Angeles.

KSFO, San Francisco

Oxo Ltd., Boston, (boullion cubes), 5 *sa* weekly, thru Platt-Forbes, N.Y.
Kilpatrick Bakery, Oakland, 35 *sa* weekly, thru Emil Reinhardt, Oakland.
Peter Paul Inc., San Francisco (Mounds) 5 *ta* weekly, thru Emil Brisacher & Staff, San Francisco.
Flamingo Sales Co., Los Angeles (nail polish), 6 *sa* weekly, thru Buchanan & Co., Los Angeles.

KFBK, Sacramento, Calif.

Melvin Co., Pasadena, (Rasema) 3 *sa* weekly, thru Heintz Pickering & Co., Los Angeles.
National Funding Corp., Los Angeles (loans), 7 *sa* weekly, thru Smith & Bull, Los Angeles.
Industrial Training Corp., Chicago (school) 2 *t* weekly, thru James R. Lunke & Assoc., Chicago.
Dr. Phillips Canning Co., Orlando, Fla. (canned foods) weekly *sp*, thru Long Adv. Service, San Francisco.

KECA, Los Angeles

Coast Federal Savings & Loan Assn., Los Angeles, weekly *sp*, thru Robert F. Dennis agency., Los Angeles.
Kip Corp., Los Angeles (proprietary), *sa* series, thru Philip Meany Co., Los Angeles.

KMPC, Beverly Hills, Cal.

Union Pacific System, Omaha (rail), 5 *sa* weekly, thru Caples Co., Los Angeles.
Sears Roebuck & Co., Los Angeles (dept. store), 7 *sa* weekly, thru Mayers Co., Los Angeles

KYA, San Francisco

Townsend Plan, San Francisco (old age pensions) 3 *sp* weekly, thru Clem Whitaker Agency, San Francisco.

KFJZ, Fort Worth

Carter Medicine Co., New York, Spot Bcstg. Corp., 260 *ta*, thru Street & Finney, N. Y.

WLW, Cincinnati

B. C. Remedy Co., Durham, N. C., 3 *sp* weekly, thru Harvey-Massengale Co., Atlanta.
Maryland Pharmaceutical Co., Baltimore (Rem. Rel), *sa* series, 26 weeks, thru Joseph Katz Co., Baltimore.
Ex-Lax Mfg. Co., Brooklyn (proprietary), *sa* series, 17 weeks, thru Joseph Katz Co., Baltimore.
Buick Motor Co., Flint, Mich., 11 *sa*, thru Arthur Kudner, N. Y.
Ludens Inc., Reading, Pa. (cough drops), 6 *sa* daily, thru J. M. Mathes, N. Y.
Thomas Leeming & Co., New York (Baume Bengue), 6 *sa* weekly, 26 weeks, thru William Esty & Co., N. Y.
Pacquin Labs., New York (cosmetics), 6 *sa* weekly, 13 weeks, thru William Esty & Co., N. Y.

KJBS, San Francisco

Southern Pacific Co., San Francisco (transportation), 24 *sa* weekly, thru Lord & Thomas, San Francisco.
Excelsior Chemical Co., San Francisco, 6 weekly *sa*, direct.
North American Accident Insurance Co., San Francisco, 5 *sp* weekly, direct.
MacFarlane's Candy Stores, San Francisco (chain), 6 *t*, thru Botsford, Constantine & Gardner, San Francisco.

KGNO, Dodge City, Kan.

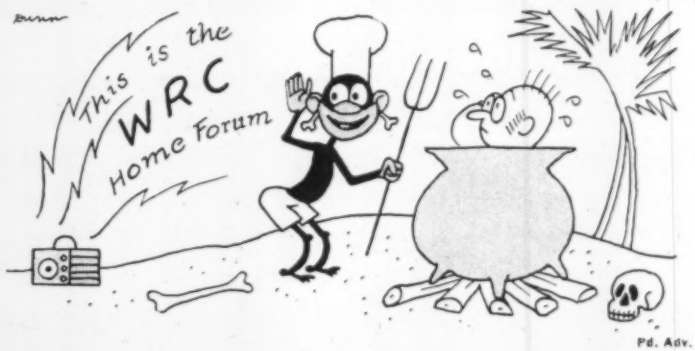
Skelly Oil Co., Kansas City, 130 *t*, 10 *ta*, thru Blackett-Sample-Hummert, Chicago.
Socony-Vacuum Oil Co., White Eagle Division, Kansas City (Tavern, Bug-A-Boo), 52 *sa*, direct.
Wincharger Corp., Sioux City, Ia., 104 *sa*, thru E. H. Brown Adv. Agency, Chicago.
Carter Medicine Co., New York, 260 *ta*, thru Street & Finney, N. Y.
Firestone Tire & Rubber Co., Wichita branch, weekly *t*, direct.

WNAC, Boston

Curtis Shoe Co., Marlboro, Mass., 52 *sa*, thru Harold Lewis Adv. Agency, Boston.
Bristol-Myers Co., New York (Minit-Rub), 468 *sa* (renewal), thru Young & Rubicam, N. Y.
LaTouraine Coffee Co., Boston, 39 *sa*, thru Ingalls-Miniter Co., Boston.
R. J. Reynolds Tobacco Co., Winston-Salem, N. C. (Geo. Washington tobacco), 78 *sa* (renewal), thru Wm. Esty & Co., N. Y.

WSAI, Cincinnati

Field Packing Company, Owensboro, Ky. (Burgoo), 3 *t* weekly, 13 weeks, thru Allen-Heaton-McDonald, Cincinnati.



Pd. Adv.

WFAA-WBAP, Dallas-Ft. Worth

Sears Roebuck Co., Chicago, 5 *t* weekly, thru Blackett-Sample-Hummert, Chicago.
Skinner Mfg. Co., Omaha (Raisin-Bran), 7 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
Purina Mills, St. Louis (Chick Chow), 3 *t* weekly, thru Gardner Adv. Co., St. Louis.
Coleman Lamp & Stove Co., Wichita, Kan. (floor furnaces), 12 *ta* weekly, thru Ferry-Hanly Co., Kansas City.
Bristol Myers Co., New York (Minit Rub), 6 *sa* weekly, thru Young & Rubicam, N. Y.
Plough Inc., Memphis (St. Joseph Aspirin; Mexican Heat Powder), 12 *ta* weekly, thru Lake-Spiro-Cohn, Memphis.
Interstate Cotton Oil Refining Co., Sherman, Texas (Mrs. Tucker's Shortening, Meadolake Margarine), 8 *sp* weekly, thru Crook Adv. Agency, Dallas.

WHP, Harrisburg, Pa.

Beaumont Labs., St. Louis (4-Way), 104 *sa*, thru H. W. Kastor & Sons, Chicago.
Grove Labs., St. Louis (Bromo-Quinine), 200 *sa*, thru Stack-Goble Adv. Agency, Chicago.
D. L. & W. Coal Co., New York, 26 *t*, thru Ruthrauff & Ryan, N. Y.
Vick Chemical Co., New York (proprietary), 156 *sa*, thru Morse International, N. Y.
Dr. Hess & Clark, Ashland, O. (poultry remedies), 26 *t*, thru N. W. Ayer & Son, Philadelphia.
Atlantic Refining Co., Philadelphia, 9 *sp* (football), thru N. W. Ayer & Son, Philadelphia.
Thomas Leeming & Co., New York (Baum Bengue), 130 *sa*, thru Wm. Esty & Co., N. Y.
Swift & Co., Chicago (frankfurters), 52 *sa*, thru J. Walter Thompson Co., Chicago.

KNX, Hollywood

American Prawn Co., Terminal Island, Cal. (fish), 2 *sp* weekly thru Dan B. Miner Co., Los Angeles.
Continental Baking Co., Los Angeles (Wonder bread), 8 *sa* weekly, thru Benton & Bowles, Los Angeles.
Coast Federal Savings & Loan Assn., Los Angeles, 6 *sp* weekly, thru Robert F. Dennis Adv. Agency, Los Angeles.
Franco-American Baking Co., Los Angeles (bread and rolls) 3 *sp* weekly (renewals), thru Heintz-Pickering & Co., Los Angeles.
Day and Night Water Heater Co., Monrovia, Cal., 7 *sa* weekly, thru Hixon, O'Donnell Adv., Los Angeles.
California Prune & Apricot Growers Assn., San Jose (Sunsweet Prunes), 6 *sp* weekly, thru Long Adv. Service, San Jose.
Wilmington Transportation Co., Avalon (Catalina Island), 8 *sa* weekly thru Neisser-Meyerhoff, Los Angeles.
Lewis & Aylesbury Co., Los Angeles, (food products), 6 *sp* weekly, thru Robert Smith Adv. Agency, Los Angeles.
Peter Paul Inc., San Francisco, (Mounds), 6 *sa* weekly, thru Emil Brisacher & Staff, San Francisco.

WIS, Columbia, S. C.

Vick Chemical Co., 10 *sa* weekly, thru Morse International, N. Y.
Gulf Oil Corp., Pittsburgh, 78 *sp*, thru local distributor, Eau Claire, S. C.
Colgate-Palmolive-Peet Co., 10 *ta* weekly, thru Benton & Bowles, N. Y.
Grove Laboratories, 100 *ta*, through Stack-Goble Adv. Agency., Chicago.
Double Cola Bottling Co., Columbia, S. C., 78 *sa*, direct.
Longines-Wittenaur Corp., 144 *sa*, thru Arthur Rosenberg, N. Y.

KOMA, Oklahoma City

Lea & Perrins, New York (sauce), 75 *sa*, thru Schwimmer & Scott, Chicago.
Lever Bros. Co., Cambridge (Rinso), 7 *sa*, thru Ruthrauff & Ryan, N. Y.

Radio Advertisers

WITH the announcement Aug. 15 of a new NBC policy that permits the sale of chain-break announcements by its managed and operated stations [see page 28], Griffith B. Thompson, KYW sales manager, announced that six firms had signed up for the new service. The first advertisers to sign were Hardwick & Magee, Grabosky Brothers, Amerada Cigars and Gaby Inc., all through the Harry Feigenbaum Adv. Agency; Breyer Ice Cream Co., through McKee & Albright; Freihofer Baking Co., through Richard A. Foley, F. G. Vogt & Sons, through the Clements Agency.

ASSOCIATED MUSIC PUBLISHERS, New York, reports the sale of its quarter-hour transcription series, *Some American Homes*, featuring Ida Bailey Allen, for thrice-weekly sponsorship by the following: Arkansas-Louisiana Gas Co. on KARK, Little Rock; Colonial Furniture Co. on WCLE, Cleveland; E. S. Kibbe Grocery Co. on WNBC, New Britain, Conn., and Poinsetta Dairy Products on WDAE, Tampa.

CHICAGO DAILY NEWS, Chicago, on Sept. 25 starts a six-weekly five-minute program designed for children on WMAQ, that city. Placed direct.

P. SCHLAMPPS & SON, Minneapolis (furriers), has started a daily half-hour morning show on WDGY, that city, for 52 weeks. Show is titled *Music in Furs*. Placed direct.

KIRSCH BEVERAGES of Brooklyn, on Aug. 26 started quarter-hour weekly program of UP news on WHN, New York, for a 52-week period. More stations may be added. Gussow-Kahn & Co., New York, is the agency.

GLOBE GRAIN & MILLING Co., Los Angeles (A-1 Biscuit Mix), out of radio for the past year, on Sept. 4 starts a five-weekly quarter-hour transcribed program, *Mary Foster—Editor's Daughter*, on KNX, Hollywood, and KSFO, San Francisco. Contracts are for 26 weeks. Dan B. Miner Co., Los Angeles, has the account.

DOWNTOWN Dollar Day Assn., Los Angeles, semi-annual users of spot and participation radio, to publicize Dollar Day, which is observed Sept. 9, through Hillman-Shane Adv. Agency, that city, on Sept. 7 starts for three days using an average of 130 announcements daily on 11 Southern California stations, KFI KNX KHJ WECA KIEV KRKD KMPC KFAC KFOX KMTR and KFWB. In addition, the association is using daily participation on KNX and KFI programs.

SUNNY SMILES Co., Philadelphia (food), that city, is sponsoring thrice-weekly the quarter-hour transcribed serial *Adventures of Sir Kiumore Kinik*, on WFIL. Series was produced by Witte Radio Productions, Los Angeles, and cut by Recordings Inc., Hollywood.

TURNER Bros., Bladen, Neb. (glass cloth), is using a short test campaign of 27 spot announcements on WHKC, Columbus, O. Buchanan-Thomas Adv. Co., Omaha, handles the account. Also testing spots on WHKC is National Refining Co., Cleveland, thru Hubbell Adv. Agency, Cleveland.

WOR, Newark, effective Sept. 10, will have sponsors for all of its 33 quarter-hour news broadcasts per week. Only sustainer is the 2-2:05 a. m. news period just prior to signoff. Sponsors are Fisher Baking Co., Mennen Co., Bosco Co., Bristol-Myers, Wheatena Corp., B. C. Remedy Co., Consolidated Cigar Co., Hoffman Beverage Co., Joseph Martinson coffee, Bond Stores, Manufacturers Trust Co., Gambarelli & Davitto.

Telephone Sponsor

LINCOLN TELEPHONE & Telegraph Co., Lincoln, Neb., is using 15-second station-break announcements on KFAB to promote night rates, testing over a 13-week period. Every Tuesday and Friday night, just before big-time programs at 7 o'clock, the 25-word announcement is carried, usually reading as follows: "In just 15 seconds it will be 7 o'clock, and the Lincoln Telephone & Telegraph Co.'s low night rates will be in effect.

VIM RADIO & Sporting Goods Stores, New York, and Fada of New York (radios), on Aug. 21 started a 26-week campaign of thrice-daily quarter-hour news programs on WMCA, New York. Programs are heard five days weekly at 7:30 a. m., 1:45 p. m. and 12 midnight. More stations may be added later. Sternfield-Godley, New York, is agency.

CANADIAN SHREDDED WHEAT Co., Niagara Falls, Ont., starts in October a dramatized spot announcement campaign for the new cereal, Cubs, in the Maritime Provinces. Cockfield Brown & Co., Toronto, handles the account.

PEOPLE'S CREDIT JEWELERS, Toronto, (chain stores) on Sept. 4 started daily newscasts on CKCL, Toronto; CHML, Hamilton, Ont.; CKCO, Ottawa. Sunday evening community sing songs start on Sept. 24 from local theatres on same stations. MacLaren Adv. Co. Ltd., Toronto, placed the account.

TUCKETT'S Ltd., Hamilton, Ont. (tobacco) on Sept. 1 starts a four times daily schedule of six announcements weekly for Wings cigarettes on all stations in Quebec Province. The campaign will be expanded to Ontario later. MacLaren Adv. Co., Toronto, handled the account.

IMPERIAL TOBACCO Co., Montreal, has renewed for five weeks the five-weekly transcriptions *Light Up & Listen Club* on 40 Canadian stations from coast to coast. Whitehall Broadcasting Ltd., Montreal, placed the account.

J. LYONS of Canada, Toronto (tea), starts a half-hour studio show Oct. 16 on CFRB, Toronto. Norris-Patterson, Toronto, placed the account.

ELMIRE GOLDTHWAITE, advertising director of Sherman, Clay & Co., (musical instruments, etc.) active radio advertisers in the San Francisco Bay area, recently won for the third successive time the major awards, cups and honorable mention in connection with the national music industry convention held in New York City.

ROMA MACARONI Co., San Francisco, is conducting a campaign on five Northern California stations (KROW, KHUB, KSRO, KTRB, KIEM), using a 15-minute participating program on the *Italian Hour* on KROW, Oakland, and announcements on the other stations. Account was placed through Gelsi Medeot Adv. Agency, San Francisco.

NEW ACCOUNTS signed by Texas State Network include International Shoe Co., St. Louis (Red Goose shoes) weekly quarter-hour for 39 weeks, and Lydia Pinkham Medicine Co., Lynn, Mass., three quarter-hours weekly for 52 weeks.

ZINSMASTER BAKING Co., Duluth, (Hol-Rye bread) has purchased six weeks participation in the combined *Housewives Protective League* and *Sunrise Salute* on KNX, Los Angeles, beginning Sept. 4. Allied Adv. Agencies, Los Angeles, serviced the account.

KAPPUS BAKERY Co., Racine, Wis., on Sept. 18 starts a 13-week series of comedy programs on WRJN, built around the blackface team of Karl Kumpel and Arnold Langman (Buck & Shot).

AIRCASTERS Inc., Detroit, has booked Jimmy Stevenson's sportscast over WJR six evenings weekly under the sponsorship of Brewing Corp. of America (Carling's Ale), Cleveland.

WINCHARGER Corp., Winnipeg (battery chargers) about Sept. 1 starts 26 spot announcements on CFCH, North Bay, Ont.; CJKL, Kirkland Lake, Ont.; CKGB, Timmins, Ont. Northern Broadcasting Co., Toronto, placed the account.

BROMO-SELTZER Ltd., Toronto, on Sept. 5 starts a half-hour studio program *Let's Disagree* on CFRB, Toronto, and in French on CKAC, Montreal. J. Walter Thompson Co., Toronto, placed the account.

New Horizon!

We are happy to announce that

WSPD

(NBC's Red and Blue Outlet in Toledo)

is now represented nationally by

THE KATZ AGENCY

This relationship, combining the facilities of one of America's oldest broadcasting stations with the services of one of the oldest agencies, promises new horizons for American advertisers in the rich Northwestern Ohio Territory.

WSPD

5000 Day | 1000 Night

Owned and operated by

THE FORT INDUSTRY CO.

Toledo, Ohio

WM. WRIGLEY Jr. Co., Chicago, on Aug. 29 started five weekly quarter-hour recordings of *Scattergood Baines*, Mon. thru Fri., 8:30-8:45 p. m., on WIND, Gary, Ind. The recordings are off the line discs of the serial heard daily on CBS. For the last two months, WIND has aired recordings of *Betty & Bob* and *Hymns of All Churches* on a similar basis. Neisser-Meyerhoff Inc., Chicago handled the Wrigley deal.

BEECHAMS PILLS Ltd., Toronto, about Sept. 1 starts two daily spot announcements five times weekly, on CKPR, Fort William, Ont.; CFCH, North Bay, Ont.; CKSO, Sudbury, Ont.; CKCL, Toronto; CFPL, London, Ont.; CFCF, Montreal; CHSJ, St. John, N. B.; CJCB, Sydney, N. S.; CJRC, Winnipeg; CJOR, Vancouver. A. J. Denne & Co., Toronto, placed the account.

BRUCE FLICK has been appointed advertising manager of Hawaiian Pineapple Co., San Francisco. He formerly was office manager and assistant treasurer of the firm. Kenneth Boucher, formerly advertising manager, has been placed in charge of merchandising.

PICK A PULLER!

Only pullers pay! You know that. But did you know that WAIR is unquestionably one of the most powerful pullers in the entire radio field? It's a fact!

WAIR

Winston-Salem, North Carolina

National Representatives

Sears & Ayer

OLD HOME WEEK was the theme when Quaker Oats Co. signed to become a participating sponsor on Phil Cook's *Morning Almanac* on WABC, New York, starting Oct. 3, for the company sponsored Cook from 1930 to 1933 in a successful series of variety programs. Clinching the deal recently in New York are (l to r) Arthur Hull Hayes, WABC sales manager; Larry Holcomb, vice-president of Sherman K. Ellis Co., agency handling the account; Sherman K. Ellis, president of the agency, and Phil Cook.

MORE THAN 114 Jewel food stores in Chicago are cooperating with WLS, that city, in special store promotion for products advertised on *Feature Foods*, a daily morning WLS program. The tie-in from Sept. 13-16 will be directed by William R. Cline, WLS sales manager.

TAYLOR WASHING MACHINE Co., Chicago, has renewed *Hal Tate the Movie Tattler*, for 13 weeks on WJJD, Chicago. Tate is assisted by Rosemary Wayne, who discusses fashions. Agency is Charles Silver & Co., Chicago.

CHURCH PROGRAM
Presented in Disc Form for Third Season

PRESENTED as a sustaining feature on 160 stations last year, with prospects for a larger number this season, the transcribed *Heralds of Destiny* represents a new departure in religious broadcasting. Dramatizing the adventure of missionaries, doctors, nurses and teachers, and containing such incidents as an eyewitness account of the bombing of Chungking, the series, now in its third season, is being presented under auspices of the national organizations of the Methodist church and the Northern Baptist Convention. Other denominations have been invited to participate.

Employing Chicago network talent, the transcriptions are made by World Broadcasting System. The church organizations purchase the transcriptions and offer them free to stations as a sustaining series, budgeting money for radio activities and curtailing funds formerly used in other media. The programs are written and produced by Sam Bartlett, and released through the Louis G. Cowan Agency, Chicago.

M. LOWELL McELROY, Harvard graduate and former instructor there and at Michigan, who was until recently in charge of statistical and accounting for the Millers National Federation, Chicago, has been appointed chief of the Market Data Section of the Marketing Research Division, U. S. Dept. of Commerce, succeeding E. L. Loyd, resigned.

204 Spots in Day

WHBL, Sheboygan, Wis., reports the sale of 204 spot announcements during the recent Dollar Day, one spot announcement aired every four minutes throughout the day. The first time that radio had been used by local merchants to promote a Dollar Day, a marked increase in total sales volume and total attendance was noted, according to Ed Cunniff, WHBL manager. As a result of the advertising, Mr. Cunniff reports the sale of two 52-week periods, one a half-hour weekly series and the other a daily five-minute sports program.

It's still the good old Summertime yet *Fall* contracts are coming in fast. For these progressive concerns know that to "Fall In Line" NOW is to insure *preferred position* in the forward march to Sales in the *rich* ITALIAN, JEWISH, POLISH markets!

WPEN PHILADELPHIA 1000 WATTS

WM. PENN BROADCASTING COMPANY, PHILADELPHIA

wjw

The Voice of Akron

A Market of 650,000 people!

EDYTHE FERN MELROSE

Manager

National Representatives

Headley - Reed Co.

British Plan Increase In Disc Programs Based On the American Scene

BRITISH Broadcasting Corp. is planning an increased schedule of American documentary programs for the coming year, responding to listener interest in last season's series of special programs dealing with the United States scene, Felix Green, head of BBC's New York office, announced upon his return Aug. 10 from a two-month business trip to London. Although definite plans have not yet been set, production on a series of half-hour transcriptions probably will start late in September, with a contemplated schedule of one or two broadcasts weekly starting in October.

British radio audiences have shown great interest in documentary programs about America, Mr. Green declared, and the new series will be broadcast during the fall and winter season in England. Last season the BBC shows dealt with WPA, G-men, the 4th of July and the U. S. Coast Guard ice patrol, in addition to a series of six special recital-commentaries of Negro music conducted by Mr. Green. American networks cooperated with BBC in producing the programs.

The BBC official also stated that shortwave broadcasts to England of American dance band music will be continued, along with talks by American officials and lighter entertainment programs.

Buttermilk's Regional

CONSOLIDATED PRODUCTS Co., Danville, Ill. (buttermilk), in mid-September will start a regional network show keyed from WDAN, Danville, to the Iowa Broadcasting System (KSO KRNT WMT) and KMA, Shenandoah. Program has not been chosen. Mace Adv. Agency, Peoria, is agency.

Golden Gate Fair Cut

RADIO division of the Golden Gate International Exposition dropped 35 employes from the payroll Aug. 19. Arthur E. Rowe, supervisor of radio, was to become an unpaid advisor Sept. 1, his position being taken by Frank Lyman, who in turn will be succeeded by Ray Lewis, of the Exposition's announcers staff. Those who received notice included Robert Colson, assistant supervisor under Rowe; the radio orchestra of Jack Joy; and several announcers, script writers and technicians. The cut, according to Managing Director Charles H. Strub, is a move back to normal after the summer peak in Fair operations.

Sky Mike

TO PROMOTE the *Microphone in the Sky* series broadcast from atop the Empire State Bldg., WHN, New York, has arranged with the observatory management to place folders describing the program in the building. Folders also are distributed at the Pennsylvania Hotel, Dreier Hotels, steamship lines, New York City conventions, and the program is plugged on cards in the Empire State ticket office and by guides on duty there.

ROGER PRYOR, orchestra leader and radio star, has been selected as emcee for the *Screen Guild Theatre* program, which returns to CBS Sept. 24, under the sponsorship of Gulf Oil Corp.

FREDERIC W. ZIV Advertising, Cincinnati, has announced that all transcribed programs produced by the firm henceforth will be cut by World Broadcasting System. According to John L. Sinn, vice-president of Ziv, four new shows have been produced in the WBS Chicago studios during the spring and summer, with additional production planned for winter. The transcribed shows include two additional weekly quarter-hour series of *Zing-O* and *Boners*, both radio games; *Dearest Mother*, daytime dramatic show offered as a sequel to *Secret Diary*, and *Seckatary Hawkins*, juvenile series dramatizing Robert Schulker's well-known fictional character. George B. Hart is in charge of production.

STANDARD RADIO announces the following new subscribers to its Standard Library Service: KVAN, Vancouver, Wash.; KWAL, Wallace, Ida.; KVAK, Atchison, Kan.; KOKO, La Junta, Col.; CFJC, Kamloops, B. C.

STANDARD RADIO has issued a brochure titled *A Yardstick* analyzing transcription services on a comparative basis. A supplement is included on Standard's new tax-free service, said to be the result of an 18-month preparation and provides for a basic library of 1,000 musical selections with monthly releases of 50 tax-free musical selections.

FIELDS BROS., Hollywood, on Sept. 1 was to release *My Prayer Was Answered*, a 52-time transcribed feature based on stories from newspaper files.

HOLLYWOOD RECORDERS, Hollywood, has started cutting a series of 78 five-minute transcribed programs, *The Odd & Unusual*.

WITTE RADIO PRODUCTIONS, Los Angeles, has started to produce a new 39-episode, quarter-hour series, *Killers of the Sea*, written by Frederick H. Wagner, Hollywood. Series is an elaboration of the film by that title recently produced by Grand National Pictures. Recordings Inc., Hollywood, is cutting the discs.

MOSES SMITH, for the last five years music critic of the *Boston Transcript*, has been named director of the classical division of the artists and repertoire department of Columbia Recording Corp., CBS subsidiary. Mr. Smith will headquarter at the recording division offices of the company in New York.

JAMES H. HUNTER, noted consulting engineer on plastics and electrochemistry, and previously associated with RCA Mfg. Co., has been appointed vice-president in charge of production of the Columbia Recording Corp., Bridgeport, Conn. Mr. Hunter will supervise all production of Columbia, Brunswick and Vocalion records.

Grombach Sues

GROMBACH Productions Inc., New York program production firm, filed suit for damages in the New York Supreme Court Aug. 24 against Fred Waring, orchestra leader, Grove Laboratories, Stack-Goble Adv. Agency, and Mr. Waring's manager, John O'Connor, for alleged improper use of a program idea offered by the Grombach firm. The production firm based its suit on material used on Waring's show for Grove's Bromo-Quinine last season, alleging it had offered Waring and his sponsor a program idea which was not accepted at the time of offer, but which Waring later used and continued to use despite protests from the firm that it had sold a show built around the idea to another client. Grombach productions applied to the court for an order directing examination of the defendants.

From South Seas

NBC will broadcast accounts of the scientific findings of the forthcoming National Geographic-Virginia University expedition to South Pacific Islands, with Jon M. Larson, NBC field engineer, accompanying the expedition with special radio equipment and functioning as a one-man broadcasting staff during the trip. The group, headed by Prof. Wilbur A. Nelson, Virginia U. geologist, expects to leave San Francisco Sept. 19 aboard the U. S. Coast Guard cutter *Hamilton*.

RCA Sets Up Defense In Harms Recording Suit

RCA MFG. Co., on Aug. 21 filed an answer in the New York Federal Court to the test suit filed against them by Harms Inc., music publishers, to determine whether the compulsory license clause of the national copyright law gives the manufacturer of a phonograph record the right to make a special arrangement of a copyright number.

Harms, seeking an injunction and an accounting of profits and damages, claims that its recorded piano and vocal version of "Rendezvous Time in Paree" had been recorded in an orchestral arrangement by RCA without permission from Harms, the copyright owner. Reason for the suit is the desire of music publishers to collect additional royalties from records used commercially, either on the air or in coin machines.

RCA, in its answer, set up three defenses: (1) Under the copyright law, if a recording has once been made, others automatically are allowed to record it upon payment of the usual 2c per record; (2) There was a fair use; (3) Even though RCA-Victor had made an orchestral arrangement, it has been the custom in the past for orchestras to make special arrangements and record them without obtaining express permission from the copyright owner. This constitutes acquiescence.

CHESTER H. MILLER on Sept. 1 rejoins Grombach Productions Inc. in charge of production. He was with Grombach prior to 1936 and before that with Jean V. Grombach at the Judson Radio Program Corp.

Out Here In Chicago

- *A soliloquy that may turn to such thoughts as WGES, WSBC, WCBD, Chicago, and WEMP, Milwaukee.*

BOYS IN BACK ROOM: Looking over titles of popular tunes of the day, thought comes that they must have been written particularly for the tavern slot-machine record-player. E.g., "Beer Barrel Polka", "Hot Pretzels", "Do You Think A Little Drink Will Do Us Any Harm?". From standpoint of words and title, not what you would call good radio music. Last-mentioned, by the way, absolutely poison around here.

* * * *

MATTER OF RECORD: Much praiseful comment on excellent quality of store-interview transcriptions made by WGES for certain big soapmaker. How do we do it? Bought the best, made it better. Ed Jacker, Chief Engineer, might tell you how if you asked him.

* * * *

LOGIC: Fifty-thousand watter in agricultural state adds up wattages of all other stations in state and finds the total less than its own. But there aren't as many listeners in the whole state as in the primary area of WSBC!

* * * *

Lots of watts may be okay, but lots of listeners are better.

* * * *

NEW CITIZENS: Headline from Chicago paper: "Aliens Rushing To Gain Benefit of Citizenship". Thus rewarding efforts of WCBD, WGES, WSBC in distribution of D.A.R. citizenship manuals in fifteen languages. With fresh reasons daily to be grateful for American citizenship, demand for manuals has risen sharply. Thousands have been distributed in recent months.

* * * *

NEW: Since our last appearance in these pages, WEMP increased its service to full time, day and night, on 250 watts. Likewise WSBC's night-time power now matches day, at 250. Better service for listener and advertiser both, in both Milwaukee and Chicago!

* * * *

NOTICE: To advertisers considering the Milwaukee market: survey conducted by National Advertisers' Marketing Research indicates that 83.4% of Milwaukee listeners tune regularly to WEMP. Results are commensurate. Rates are reasonable! More than ever, Milwaukee's best publicity buy is WEMP!

Gene T. Dyer

Things are going UP in SHREVEPORT

Pardon us if we continue to talk about the building activity in Shreveport. The point we want to stress is that if everybody is working sales are bound to be good. And they are here in Shreveport. Building construction, bank clearings, and sales continue to mount. That's why so many aggressive advertisers are getting such outstanding results from their radio advertising over

A SHREVEPORT TIMES STATION

1,000 WATTS **KTBS** NBC

SHREVEPORT LOUISIANA

Represented by THE BRANHAM CO.

ENTHUSIASM *for* SALE!

NBC

K·A·N·S

WICHITA, KANSAS

All in the Mail

THE MAIL of Henry Dupree, special events announcer of WWL, New Orleans, has included, he says, in the past year: Three marriage proposals; all sorts of threatening letters; 13 goldfish; 2 turtles; 32 fish (quite dead); 1 goat; 1 colored baby; 1 alligator; 1 grass snake; 2 rabbits; threats for breach-of-promise suit; 1 request from a dying woman to make a special event broadcast of her funeral.

WTAG
WORCESTER, MASS.

Station loyalty which measures 58.88% of the Worcester Listening Audience places WTAG first in results.

NBC BASIC RED NETWORK
YANKEE NETWORK

EDWARD PETRY & CO., Inc.
National Representative

Agencies

SANDY BARNETT, J. Walter Thompson Co. agency producer, and George Wells, writer, have returned to Hollywood and are preparing scripts for the coming fall series of the *Lux Radio Theater* which returns to CBS network Sept. 11 with Cecil B. DeMille in the role of producer. Assisting Wells with the script will be Harry Kerr. Louis Silvers will return as musical director and Charles Forsyth will handle sound effects.

BENNETT BATES, copy executive with Lennen & Mitchell, New York, for the last five years, has joined the New York office of Lord & Thomas. Formerly with Ruthrauff & Ryan and Charles Austin Bates, he also spent two years in European advertising with headquarters in Paris.

J. P. MANDEL & Co., Los Angeles, has opened offices at 307 W. 8th St., that city. Radio will be included in plans.

REISS ADVERTISING, New York, moved into the RCA Bldg., Rockefeller Center, in August, doubling its office space.

OLIN FINNEY, formerly of Street & Finney, New York, and for a decade head of his own agency in Detroit, has joined Faraon Jay Moss Inc., Hollywood, as vice-president. Jimmie Johnson, formerly with Gardner Adv. Co., St. Louis, has been named art director.

SEYMOUR A. KRAMER, formerly of Lester Harrison Associates, and Glicksman Adv. Agency, and head of his own agency in New York, has joined Vredenburgh-Kennedy Co., New York, in an executive capacity.

Fitzgerald Named

EDWARD J. FITZGERALD, former director of the NAB Bureau of Copyrights and more recently associated with WLW - WSAI, Cincinnati, has joined Erwin, Wasey & Co., New York, as radio director. Mr. Fitzgerald succeeds Jack Adams, who recently joined the Texas State Network as vice-president and assistant to Elliott Roosevelt, TSN president.

Mr. Fitzgerald

P. G. PARKER, vice-president in charge of organization of Blackett-Sample-Hummert, Chicago, has resigned and has announced no future plans. Maurice Bent, formerly of the Continental Bank, Chicago, has been named a vice-president. No announcement of his exact duties has been made.

BURT COCHRAN, for 14 years an executive of McCann-Erickson on the Pacific Coast and in Chicago, has joined the New York office of J. Stirling Getchell as assistant to vice-president J. V. Tarleton, in charge of contact operations.

SAUL BETENS, formerly account executive with the Artwil Co., New York agency, has formed Betens Adv. Agency at 545 Fifth Ave., New York, specializing in apparel accounts.

WILLIAM KARVER, formerly of J. Stirling Getchell, New York, has started his own agency, the Karver Personnel Service, at 476 Fifth Ave., specializing in general advertising and publicity, including radio and television. Telephone is Murray Hill 3-9420.

J. C. CRANMER, for the last two years assistant general sales manager of Canada Dry Ginger Ale, New York, and previously account executive of N. W. Ayer & Son and J. M. Mathes, New York, has joined the staff of Donahue & Coe, New York, to specialize in sales promotion and merchandising.

JULES NATHAN, formerly of Young & Rubicam, New York, has been appointed marketing director of Franklin Bruck Adv. Corp., New York.

CHANDLER S. WOOLEY, formerly of BBDO and Charles A. Long Jr. Inc., Philadelphia, has joined Morgan Reichner & Co., New York, as account executive.

FRANK J. KEEGAN, formerly of KLRA, Little Rock, Ark., has joined the radio department of Albert Evans & LeMay Adv Agency, Fort Worth.

AGENCY Appointments

ELLAY STORES, New York, (Peoples' and Eagle credit clothing chain), to Weill & Wilkins, New York, for 13-week test campaign starting Sept. 26 of ten-minute transcriptions five times weekly on WNEW, New York. If test is successful, more stations will be added, WOR, Newark, probably the first. Associated Music Publishers cut the discs.

DOUGHNUT Corp. of America, New York, to Grey Adv. Agency, New York. Spot radio, quarter and half-hour programs are being considered to start about Oct 1 through local bakers.

JACOB FORST PACKING Co., Kingston, N. Y. (meat products), to Frank Best & Co., New York. Spot radio planned for late fall.

PEPSI-COLA Co., Long Island City, N. Y., to Newell-Emmett, New York. No plans made as yet.

DANEBEER Corp., New York, distributor for Tuborg Breweries, Copenhagen, to Grant & Wadsworth & Casmir, New York. Radio is under consideration.

ADAM HAT (Canada) Ltd., Toronto, to McLaren Adv. Co., Toronto. Plans local Canadian sportscasts in addition to NBC Canadian outlets, CBL, Toronto; CFCF, Montreal, for American sportcasts.

MENTHOLATUM Co., Wilmington, Del., to Dillard Jacobs Agency, Atlanta, for entire account.

RITE-RITE MFG. Co., to Sorenson & Co., Chicago.

A. COLLINS STEWART Co., Boston (Claranol skin treatment) to Harry M. Frost Adv. Agency, Boston. Radio is planned.

MICHIGAN STATE Apple Commission, Bangor, Mich., to Brooke, Smith & French, Detroit. Radio is planned.

ORANGE CRUSH Co., Chicago, to Sherman K. Ellis & Co., Chicago.

JACOB FORST PACKING Co., Kingston, N. Y., to Frank Best & Co., New York. No radio planned.

DURKEE FAMOUS FOODS, San Francisco to Emil Reinhardt Adv. Agency, Oakland, for Northern California.

NELSON PACKING Co., San Francisco (Dinette shoestring potatoes) to Emil Brisacher & Staff, San Francisco.

SUCHOLIN Inc., Perth Amboy, N. J. (cream deodorant), to Lewis & Tokar, Newark. Radio planned after preliminary test campaign in newspapers.

HONOR BRAND Frosted Foods Corp., Indianapolis, to Calkins & Holden, N. Y. Reorganization planned since acquisition of Honor Brand by Stokely Bros. & Co., but at present operating with small advertising budget including no radio.

CENTRAL LABORATORIES, Stamford, Conn. (proprietaries), to Eastern Adv. Agency, N. Y. No radio plans at present.

BISCEGLIA BROS. WINE Corp., New York, to J. M. Korn & Co., N. Y. Local radio planned.

BURRY BISCUIT Corp., Elizabeth, N. J., to Cowan & Dengler, N. Y. Local radio planned.

RUMFORD CHEMICAL WORKS, Rumford, R. I., to H. B. Humphrey Co., Boston.

ALKA BROMO Corp., Los Angeles (Alka Bromo), to Milton Weinberg Adv. Co., Los Angeles. Radio campaign being planned.

SENTINEL CHEMICAL Co., Hollywood (insecticides), Southern Cal. division, to Hillman-Shane Adv. Agency, Los Angeles.

ORANGE CRUSH Co., Chicago, to Sherman K. Ellis & Co., that city. No radio plans for the present.

LOUIS H. FROHMAN, former executive vice-president of Wales Adv. Co., New York, has joined H. B. LeQuatte, New York.

GEORGE DURHAM, formerly time buyer of Morse International, New York, has joined the radio department of H. W. Kastor & Sons, Chicago.

ROBERT JENNINGS, radio director of H. W. Kastor & Sons Adv. Co., Chicago, and Betty Winkler, Chicago radio actress who recently appeared on *Knickerbocker Playhouse* series, were married Aug. 23. They spent their honeymoon in Bermuda.

500% INCREASE

on 1 announcement daily
for 45 days over KVOO

A Tulsa laundry decided to advertise its downtown pick-up station over KVOO. The first 100 word announcement brought results. Pick-up business increased 500% in 45 days.

KVOO
TULSA OIL CAPITAL OF THE WORLD

Tulsa, Oil Capital of the World, is the center of a 75-mile radius containing 40% of Oklahoma's population furnishing 43% of Oklahoma's buying power and 44% of Oklahoma's actual retail sales! Cover Oklahoma's greatest market with KVOO. 25,000 watts. Both N.B.C. Networks. Edward Petry and Company, national representatives.

WHOM

Full-time foreign-language programs in New York—Italian, German, Polish and Yiddish.

JOSEPH LANG, Mgr.

A FAIR WORLD IN ITSELF

5,000,000 POTENTIAL AUDIENCE

SMILES dominated this group when Sam Hayes, veteran West Coast newscaster was complimented on the start of his five-weekly quarter-hour commentary series on 6 NBC-Pacific Red Stations, Aug. 14, under sponsorship of Sperry Flour Co. John Swallow, NBC western division program director, Hollywood, receives the phone call from the Sperry office in San Francisco. Contract is for 52 weeks and this group, closely associated with the series, includes (l to r), Memory Roberts, commercial copy writer of Westco Adv. Agency, San Francisco, servicing the account; Sam Hayes, newscaster; John Swallow, and Gene Grant, NBC San Francisco account executive, all of whom seem well pleased.

AAAA Regionals

PACIFIC COUNCIL of the American Association of Advertising Agencies will hold its 1939 convention Oct. 26-27 at the Hotel Del Monte, Del Monte, Cal., under the chairmanship of August J. Bruhn of McCann-Erickson, Los Angeles, chairman of the Pacific Council. Other officers and governors of the Council assisting Mr. Bruhn include: W. H. Horsley, Pacific National Adv. Agency; Dan B. Miner, Dan B. Miner Co.; David M. Botsford, Botsford, Constantine & Gardner; Fred T. Weeks, Brewer-Weeks Co.; Terrell T. McCarty, The McCarty Co.; Don Belding, Lord & Thomas; Fred W. Meyer, Dan B. Miner Co.; Philip J. Meany, Philip J. Meany Co., and H. A. Stebbins, Erwin, Wasey & Co. of the Pacific Coast. Two other regional mid-year meetings of the AAAA, one for agencies in the Central States in Chicago, the other for the Eastern Seaboard in New York, will be held at approximately the same time, details to be announced soon.

New Advertising Checking Firm

SURETY ADV. BUREAU has been formed with offices at 280 Madison Ave., New York, as a service for checking advertising claims, copy and label declarations of manufacturers, particularly those affected by recent Federal Trade Commission legislation. Milton M. Rockmore, formerly of Farichild Publications and Lester Harrison Associates, is managing director in charge of advertising and sales promotion, while other members of the staff include A. D. Gellis, chemist; Harry Levine, former president of the American Association of Textile Technologists; Clarence Hornung, authority on design, packaging and trademarks; Frederick Korff of the American Society of Mechanical Engineers, and Francis Finkelhor, legal consultant.

Radio Coverage Letters

RADIO Coverage Reports, 7 W. 44th St., New York City, reports an increase in orders for *Radio Coverage Letters* which it prepares for stations desiring a uniform and comprehensive statement of the value of their coverage to advertisers. Among the stations which have recently placed orders for *Radio Coverage Letters*, according to Edgar Felix, director, are WCBA-WSAN, Allentown, Pa.; WOKO and WABY, Albany; WSYR, Syracuse; WDBJ, Roanoke; WCAX, Burlington, Vt.

INDEX SERVICE, 280 Madison Ave., New York City, has been organized to supply research personnel for all kinds of surveys, including radio and consumer checkups.

Reps

HEADLEY-REED Co., newly-organized representative firm, has opened its Chicago office at 180 N. Michigan Ave.; phone, Franklin 4686. Dwight Reed is in charge of the Chicago office [BROADCASTING, Aug. 15].

INTERNATIONAL RADIO SALES announces the exclusive national representation of WING, Dayton, O.; WSUN, St. Petersburg, Fla.; WKBB, Dubuque, Ia.

BURN-SMITH Co., national representative firm, announces its appointment as national representative of WFDF, Flint, Mich.

WHDH, Boston, has appointed Joseph Hershey McGillvra as its national representative.

JOHN H. PERRY ASSOCIATES, New York, has been appointed national representative of the new KFDA, Amarillo, Tex., partly owned by J. Lindsay and Gilmore Nunn. The firm already represents the Nunn-owned stations, WLAP, Lexington, Ky., and WCMI, Ashland, Ky.

FORJOE & Co., New York, recently was named national representative by WLBC, Muncie, Ind., and WCOU, Lewiston, Me. The firm also represents WCBD, WGES and WSBC, Chicago; KFRO, Longview, Tex.; KPAB, Laredo, Tex. and WEMP, Milwaukee.

WHN, New York, has opened a Chicago office under the direction of Hal Makelim, formerly with WIRE, Indianapolis; KITE, Kansas City; WIND, Gary, Ind. The new office is located at 360 N. Michigan Ave.; phone, Randolph 5254.

OKLAHOMA NETWORK has appointed Burn-Smith Co. its national representative, effective immediately, and also has reduced its rates to $310 per evening hour and $162.50 per daytime hour. Stations in the network are KTOK, Oklahoma City; KOME, Tulsa; KBIX, Muskogee; KCRC, Enid; KGFF, Shawnee; KADA, Ada.

RADIO ADVERTISING Corp., national representatves, announces the exclusive representation of WKBN, Youngstown, O.

KARM, Fresno, Cal., has appointed Weed & Co. as national representatives, effective immediately.

WILLIAM B. FABER, formerly of *Printers Ink*, has joined the New York office of Headley-Reed Co., recently-formed station representative firm, and John H. Wrath has joined the Chicago office.

MRS. AILEEN KNOLL has joined the secretarial staff of the Howard H. Wilson Co., Chicago.

General Mills Research

DONALD D. DAVIS, president of General Mills, has created a market analysis department to study problems related to buying habits, distribution peculiarities, merchandising and advertising coverage. The new department will be under the management of A. W. Wilbor, for several years in the advertising department of General Mills, in charge of research.

CFCF
MONTREAL
first
IN
CANADA'S
RICHEST
MARKET

Montreal, the Fifth largest city in North America, votes CFCF the most listened-to radio station in this rich market. CFCF's renewals of National and Local accounts are the testimonials that really count.

CFCF Can Build Sales For You

CFCF and Short Wave CFCX
owned and operated by
CANADIAN MARCONI COMPANY

Representatives:
CANADA
All Canada Radio Facilities
U. S. A.
Weed & Company

NBC Affiliate

What Station—

Offers ALL of the Ten Basic Types of Radio Merchandising recommended in the recently released CBS study of individual station merchandising cooperation?

Why It's WNOX 1010 KC CBS
5000 W Day 1000 W Night
KNOXVILLE, TENNESSEE
Scripps-Howard Radio, Inc.
Representative
THE BRANHAM CO.

Specializing in
RECORDED
SPOT Announcements
for
LOCAL Advertisers*
☆
Walter Patrick Kelly
RKO Bldg. Radio City
New York
Circle 5-5780

We supply:
Script
AFRA Cast
As many pressings as needed
(Recorded at WOR)

CFCF
dominates a
BI-LINGUAL
AUDIENCE
of over
1,000,000

Studio Notes

JACK WILLIAMS, program director of KOY, Phoenix, recently interviewed Jesse L. Lasky, master-of-ceremonies of the *Gateway to Hollywood* show. The plane on which Lasky was flying stopped for servicing and Williams conducted the interview and arranged a presentation of the key to the city by Mayor Walter J. Thalheimer. The interview was recorded and later used in place of the regular *Theater Time* program sponsored by Publix-Rickard-Nase theaters.

STUDIOS were established at the Iowa State Fair by KSO-KRNT, Des Moines. Hillbilly news and sport programs, along with special events, were broadcast.

KVOE, Santa Ana, Cal., was awarded two citizenship medals by the Veterans of Foreign Wars in mid-August. Medals were presented to Ernest L. Spencer, manager of KVOE, and Wallace S. Wiggins, secretary and program director, for the station's cooperation. During the ceremonies, the VFW obligation service was held, one of the rare occasions when this service has been conducted publicly. The occasion marked the third time KVOE has been thus honored.

WDRC

"THE ADVERTISING TEST STATION IN THE ADVERTISING TEST CITY"

HARTFORD, CONN.

Excellent Time Now Available

6:15 to 6:30 P.M.

Monday thru Saturday between Sportscast and Edwin C. Hill.

Write or wire for further details.

The Population of WDRC's Primary Area is 1,548,109.

BASIC STATION OF COLUMBIA BROADCASTING SYSTEM

National Representatives

PAUL H. RAYMER COMPANY

Musical Pipe

FOUR electricians recently were charting a long-buried gas pipe line on Seattle's University of Washington campus. They hooked one of their gadgets — a detectometer — to one end of the pipe, and an operator donned earphones and listened for the buzz indicating the pipe was directly underneath. The operator suddenly straightened and shouted, "Hey, the pipe's going musical!" The other three listened—and definitely, the pipe was full of swing music. Then the gas-pipe announced, "This is KJR, Seattle."

FUGITIVE from barber shops were technicians at KNX, Hollywood, who grew spinach for the annual Pioneer Day celebration of nearby Redondo Beach to aid in creating authentic Gold Rush background. Disporters of whiskers are (l to r) Les Bowman, CBS Pacific chief engineer; Lloye Roe, Lawrence Weston, Ben Harter, John Reinwald.

ALL MONTANA stations were hooked up for the appreciation dinner tendered Aug. 22 to Senator Burton K. Wheeler, chairman of the Senate Interstate Commerce Committee in charge of radio. The dinner was held in Helena and the broadcast lasted an hour.

WWL, New Orleans, sponsored a flight to Chicago and return on Chicago & Southern Air Lines for the winner of the title "Miss New Orleans of 1939". With Henry Dupree of WWL, the winner was to participate in broadcasts on WBBM, Chicago; KMOX, St. Louis; WREC, Memphis; WJBX, Jackson, Miss.

EVERY time the call letters are announced, KYW, Philadelphia, gives the time. The signals are not offered for sale, though sponsored signals in specified periods will continue. The station opens at 6:30 a. m. now, a half-hour earlier, with a rural program taking the time.

DURING fair week, WCBS, Springfield, Ill., handled 75 remote pickups. Main sponsors were International Harvester Co. and Beckmann & Gerety midway. A shortwave radio installed in the cockpit of their record-breaking plane permitted the Moody Brothers to give hourly reports to WCBS listeners during their 343-hour flight.

THE first meeting of the Old-Timers Baseball Club of WCAU, Philadelphia, was held Aug. 22 at Shibe Park. Members, ranging from 80 to 92 years, were guests at the Phillies-Reds game and were provided with transportation.

WQAM, Miami, Fla., claims a scoop on the discovery of two missing girls, one of whom was killed by an abductor in August. WQAM also claims it was first to broadcast a description of the missing persons and abductor, along with an appeal to the children and abductor by the two mothers. An exclusive interview with the surviving girl and the inquest were included in WQAM's coverage.

KGNO, Dodge City, Kan., is operating from a new home in the Globe Bldg., where modern studio and control facilities have been installed. The main studio is 20x30 feet, with sloping walls and ceiling. The control room is the same size, and includes raised turntables operated from a standing position.

WICC, Bridgeport, paid tribute in mid-August to the 80th anniversary of the Bridgeport City Savings Bank. The bank president spoke, several depositors were interviewed, and a drama was produced.

DAILY broadcasts from the training camp of the Pittsburgh Pirates football team were broadcast over WOMT, Manitowoc, Wisc., by Fred Hessler, under sponsorship of the Two Rivers Community Club. Arrangements were made by Walter Lahey, of the WOMT sales staff.

KTSM, El Paso, on Aug. 20-21 observed its tenth anniversary and invited listeners to visit the studios and join in festivities. Various phases of the broadcast business were demonstrated. Theme was "You've heard us for ten years, now come up and see us."

WWL, New Orleans, has created a department of talks, headed by Announcer Don Lewis. A program series by the new department provides twice-weekly insights into business and industrial institutions. A *Summer Theatre of the Air* series is heard weekly, with adaptations of famous plays.

WHILE flames licked at the ties of a logging road, Ted Cooke, of the production department of KOIN, Portland, Ore., drove into a forest fire zone to cover the blaze. He was accompanied by Announcer Duncan MacLeod.

SAN FRANCISCO civic leaders and jurists appear as guest speakers on the recently launched KYA program, *California Safety Council*. They discuss highway safety for both motorists and pedestrians.

KOY, Phoenix, will recreate all games played by the State champion Phoenix softball team at the national tournament in Chicago.

CBS, Hollywood, has now under construction a new portrait gallery to house the network's photographic department. The unit will be built in the penthouse on top of the CBS studios and will replace the one formerly in use at the Music Box Theater. Construction is expected to be finished Oct. 1.

SOME 10,000 attended the annual KLZ picnic, held in mid-August. Only publicity given the affair was on the station. A special show and other events featured the day.

WHBL, Sheboygan, Wis., will maintain a booth and air a series of remotes from the Sheboygan County Fair, Sept. 1-4. The fair bought 59 spot announcements prior to the opening and a full hour of locally sponsored broadcasts will originate from the fair grounds daily, according to Ed Cunniff, WHBL manager.

KFXM, San Bernardino, Cal., is credited by forest rangers with having been instrumental in preventing major fires this season in the San Bernardino range, despite greater fire hazards. Frequent repetition of the slogan "Help Prevent Forest Fires" is heard on KFXM through the season.

A LIBRARY of bulletins on farm subjects has been established by WNAX, Yankton, S. D., with Charles Worcester, farm service director, cooperating with farm bureaus in the project. Requests for bulletins are made to WNAX.

Requests Average Over 300 PER WEEK

From WFBL "MUSICAL CLOCK"

Cash in on this Low-Cost, Live-Talent Show

This program, which has built-up an exceptionally enthusiastic listener-interest, is *well-established!*

Cash in on the WFBL "Musical Clock" program — and crash into Syracuse's CENTRAL NEW YORK MARKET! We'll be glad to tell you about the few choice spots on this program that are available at present.

It's sure to bring you *immediate* returns (as present sponsors will readily testify)—because it's a fast-moving show on the air from 7 to 9 A.M. daily which provides sparkling entertainment.

Get full details, rate, time open, TODAY! Write — or wire — WFBL at Syracuse—or get in touch with our national representatives — Free & Peters, Inc., *at once!*

ONONDAGA RADIO BROADCASTING CORP.

Syracuse, New York

MEMBER BASIC NETWORK COLUMBIA BROADCASTING SYSTEM

National Representatives, Free & Peters, Inc.

NEW YORK CHICAGO DETROIT SAN FRANCISCO LOS ANGELES

MBS and NBC on Sept. 4 will broadcast the Thompson Trophy Air Race at the Cleveland Municipal Airport and the Gold Cup Regatta on the Detroit River. Tom Manning, of WTAM, Cleveland, will cover the air race for NBC, and an announcer from WWJ, Detroit, will give the results of the motorboat races. MBS will broadcast two preview programs Sept. 2 and 3 from the air races, with Fred Joyner and Guy Wallace describing the events, while Joe Gentile and Gordon Castle will broadcast MBS programs from the boat races.

A TROPHY 24 inches high will be given by WHO, Des Moines, to the major league baseball player voted the most popular among radio followers of Bill Brown, WHO sports editor. Listeners must send a Wheaties box top with name of choice. The player also will receive a scroll containing names of listener-voters.

WLEU, Erie, Pa., recently held its annual picnic for orphans of the Erie community at Water Works Park, located on a peninsula in Lake Erie, furnishing water transportation across the bay from the mainland to the Park, along with refreshments and entertainment, and arranging for participation by the local firemen, policemen, Coast Guard and Red Cross.

DESIGN marked by simplicity will dominate the new front of the studios of WIS, Columbia, S. C. The 50-foot facing will have the glass bricks flooded from behind with green lighting, and the letters will be in neon tubing 20 feet high, matching the roof letters which can be seen for miles. The sales office, program department and personnel are being increased.

SPECIAL-EVENTS men of KFRC, San Francisco, interviewed the first train-load of survivors of the ill-fated streamliner *City of San Francisco* on their arrival at the Oakland Terminal. News Editor Al Hunter and Announcer Mark Goodson handled the assignment, which included the taking of recorded stories from more than a dozen passengers. Twice during the day the accounts were rebroadcast over Don Lee Network.

WQXR, New York, is starting a new musical series featuring Grace Castagnetta, well-known concert pianist, and Hendrik Willem van Loon, historian and author, who will furnish commentaries on the music played by Miss Castagnetta. Music for the half-hour series will include standard classical compositions as well as examples of the folk songs included in several books written jointly by Miss Castagnetta and Mr. van Loon.

CKCL, Toronto, is providing Transradio news bulletins written in chalk on big bulletin boards at the exhibit of the Canadian Lastex Ltd., Montreal, at the Canadian National Exhibition at Toronto, Aug. 25-Sept. 9.

RELIGION and radio join hands to carry a message to inmates of the Tennessee State Prison, the services being broadcast from the Knox County jail by WNOX, Knoxville, each Sunday morning. Other prisons are picking up the program.

MBS from Aug. 17 to 28 broadcast portions of the annual Bayreuth and Salzburg Music Festivals via shortwave from Germany.

SONGS by popular composers of the United States are featured on the new six-week CBS-Canadian Broadcasting Corp. exchange series, *Make Mine Music*, which started Aug. 25 and is heard Fridays, 9-9:30 p. m. (EDST) on CBS in this country. Percy Pasternak, a CBC music director, conducts the orchestra.

WHKC, Columbus, dressed its fairground studio staff in plaid shirts and pith helmets during the Ohio State Fair. The staff was headed by Production Manager Bob French.

WMAQ, Chicago, is retaining its 5:30-6 a. m. period (CST) recently vacated by Oliver Farm Equipment Co. which used the period during the last six months for a seasonal sales campaign. Listener interest in the early period was evidenced by numerous letters and the new sustaining program will feature farm news, livestocks receipts and weather conditions.

WLS, Chicago, on Sept. 2 airs its *Barn Dance* from the Indiana State Fair and features Governor C. M. Townsend who will present his trophy to the State's winner in the Tri-state tall corn contest. In addition to the governors' trophies, WLS is awarding 12 cash prizes in Wisconsin, Illinois and Indiana.

WNEW, New York, has placed all members of its 13-piece house band on eight weeks notice and is organizing smaller musical units which can be sold more easily to sponsors than the former large unit. Already set up is a swing quintet, under the direction of Merle Pitt, musical director of the station, and other units are being planned.

KTKC, Visalia, Cal., celebrated acquisition of a power boost and fulltime operation by presenting a 12-hour program jamboree Aug. 25, featuring guests from other Don Lee stations.

PLANS for immediate work on new acoustical treatment for studios of KDKA, Pittsburgh, have been announced by Manager Sherman Gregory. Studio A will have a larger organ chamber, new shutters and new air-conditioning outlets. Perforated panels and rock wool will give sound absorption, with Joseph Arnone, NBC engineer, in charge of the work. The studio will be redecorated in brown and tan pastels. The B studio will be decorated in green shades.

Dept. Store Radio

(*Continued from page 40*)

this audience and tell 'em the baseball scores and comment on the fight and give the time and tell them not to be afraid of all the women in department stores and then concentrate on our low-priced overalls and shoes and shirts. We'll have money left from our $300 to help balance our women's program.

We might want to sell oriental rugs . . . and fine china . . . and expensive radios . . . and imported apparel . . . so we do things up right with an evening concert (it could still be recorded) on the best station in town with a very aristocratic announcer (preferably with an accent) talking about quality and prestige and service and satisfaction.

The department store should establish it's own radio production department. The production allowances from five or six programs will total an amount sufficient to maintain a small staff to properly develop and present your radio advertising. Programs built for the department store will sell the store in general as well as the specific merchandise they are concentrating on. The institutional advertising, the good-will, is thrown in, with the stores name before the public. It is not the primary program consideration as in most programs that department stores have sponsored in the past.

Successful radio programs for department stores simply require a sensible understanding of people, merchandise and showmanship. Blend this with new ideas, hard work, and far less money than is spent in the papers and you'll sell more by way of radio.

THE new WGKV, Charleston, W. Va., recently signed with United Press to receive full news service.

TO INSURE YOUR REACHING THE INNER

CALIFORNIA MARKET

SPECIFY

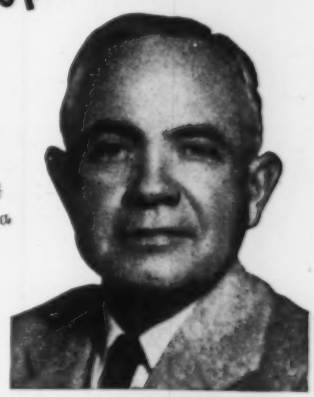
McCLATCHY STATIONS

The Paul H. Raymer Company
Representative
New York Chicago San Francisco

"We operate this Station for a Community of 600,000 People."

Says EDGAR BILL
Pres. & Gen. Mgr. WMBD

"We visualize—not just the city of Peoria—but all of Central Illinois. It's a BIG community, and we've built a big station to serve it."



. . and that's the TRUTH!

Don't let the Atlas fool you. It says Peoria has well over ONE hundred thousand people—but WMBD concerns itself with all the families within 60 miles . . . which means over *SIX hundred thousand people*. That's Peoriarea—the compact, concentrated community served by WMBD—the rich, responsive market you reach at low cost with this ONE radio station.

A 50-50 balance between rural and industrial population makes this the ideal spot to test any radio program reliably and at low cost.

NATIONAL REPRESENTATIVES

Free and Peters, Inc.

TEST SPOT of the MIDDLEWEST

THE HEART OF ILLINOIS

MEMBER CBS NETWORK

WMBD

PEORIA, ILLINOIS

"You say this product is being advertised over CKAC now? You'd better double my order!"

CKAC, Montreal "Canada's Busiest Station"—affiliated with CBS

Purely PROGRAMS

A FOUR-WEEKLY 15-minute series billing their announcers has been launched over KFI-KECA, Los Angeles. Monday, the program *World Hunters* offering a $10 cash prize to listeners and featuring staff announcer Bill Stulla is heard. Tuesday offers Lou Withers in *Riddles in Sports* featuring Lou Withers and Jim Gibson. Wednesday's show is titled *Put That in Your Pipe & Smoke It* and is announced by Herb Allen. Thursday's broadcast features Beatrice Benaderet assisted by staff announcer Wilson Edwards and is titled *What Do You Know?* Programs are being presented for the audience that listens to the late evening hours but prefers educational programs to dance music. All programs aired at 9:30 p.m. (PST).

* * *

"Smile-A-While"

COUNTIES of four Midwestern states are saluted during the early morning *Smile-A-While* series on WLS, Chicago. Field men of the *Prairie Farmer* are interviewed about their work in individual counties. The history, industry and people of each county are described on the series. Tourist parks, picnic grounds and road conditions of the counties are also described.

* * *

Around the Fairs

COUNTY fairs take the spotlight in a new daily series on WLS, Chicago, titled *County Fair Reporter.* Jack Stillwill produces the show and Chuck Stafford does the reporting. Blue ribbon winners and news along the Midway are featured.

YOU CAN'T TAKE IT FROM UZ (KY.)!

Uz (Ky.) is a real town, all right, but it's not included in what you buy when you buy WAVE! . . . When you buy WAVE, you're paying for the *Louisville Trading Area*—containing 200% more income-tax payers than all the rest of the State combined! You're not getting the back hills and hollows, but you *are* getting Kentucky's *best* sales opportunities—at less cost. May we prove it?

National Representatives
FREE & PETERS, INC.

LOUISVILLE'S WAVE
INCORPORATED
1000 WATTS . . 940 K.C. . N.B.C.

Dobyns in Europe

WITH C. Merwin Dobyns, owner and general manager of KGER, Long Beach, Cal., enjoying an extended visit to the principal countries of Europe, a new program featuring news coming directly from him is being broadcast over the station. Dobyns' versions of European conditions, war threats, political trends and foreign radio and television news, reach the station by Transatlantic airmail in three days and are released every Thursday and Saturday. Programs are prepared for broadcasting by Lee Wynne, acting Los Angles, manager, and produced by Paul Masterson.

* * *

Fun for the Kiddies

WLW, Cincinnati, is broadcasting one of the few early-morning programs on the air, titled *Happy Hal.* The program stars Happy Hal O'Halloran and features riddles, songs for children and "tidy-up time" during which O'Halloran marches the children around their rooms to pick up papers, clothing and toys. A helpful slogan for the week is also given. With O'Halloran doing all the talking and singing, the program is heard Mondays through Fridays, 7:45-8 a. m.

* * *

Eased by Bottle

KOY, Phoenix, has solved the problem of putting "Inquiring Reporter" subjects at ease in a novel fashion. O. S. Stapley Co., (hardware), sponsor of the show, allows announcers to carry a supply of soft drinks on the broadcast. Before an interview is started, the announcer hands the prospective subject a soft drink and they drink as they chat. At the end of the interview, the subject is given a package of six bottles of soft drink to take home.

* * *

Neighbors Cultivated

NEIGHBORING communities are cultivated by WHMA, Anniston, Ala., in its *Salutes to the Cities,* a weekly quarter-hour program. News from the towns is excerpted from weekly newspapers and the salute is announced as being made possible by the newspaper. The station's radio column and one day's program scheduled are published in return.

A HOLY TERROR was this wire-haired terrier, Pop Junior, during temporary confinement in a Minneapolis dog hospital. Recalling that the terrier's owner, Manager Edward Hoffman of WMIN, probably had plenty of radio diversion for his pet, the hospital manager deposited a portable set in Pop Junior's booth. Sure enough, the dulcet strains from WMIN stopped his barking. Pop Junior was presented to Manager Hoffman by Arthur Scharfeld, Washington attorney, who is a terrier fancier.

* * *

Particular Music

WIBC, Indianapolis, has started a new show *For You Only,* a 30-minute program including music played especially for the members of different professions and trades. Frank Van Auken, continuity writer, interviews representative members of a profession each week, discovering the type music most enjoyed by the group. Without mentioning names, specific people are referred to, and their favorite selections played. The weekly strip opened with a show dedicated to the nurses of Indianapolis and vicinity.

* * *

Quirks of the Law

EXPLAINING peculiar twists in the laws of various communities of the United States, Malcolm Easterlin (Lawyer Q) is conducting the new weekly half-hour, *There Is a Law Against It,* based on oddities in the law, on WHN, New York. Lawyer's Q's explanations follow short dramatizations on the program, heard Wednesdays, 9-9:30 p. m.

* * *

Voice of the Editor

A NEW program on WNAX, Yankton, S. D., titled *Your Home Town Editor,* presents editorials from midwestern newspapers. Only editorials covering local and regional problems are used. Credit lines, of course, are given.

KFPY–Spokane
KGIR–Butte
KPFA–Helena
KRSC–Seattle
KXL–Portland

Five favorite stations available with a single contract.

Sentenced to Tune

TRAFFIC violations are dropping off in Fremont County, Iowa, as a result of *Sunday Drivers* series on NBC-Red network. Every traffic offender gets a letter from the local highway committee advising him to tune in the program and a check-up follows on Monday, according to Ralph Lovelady, head of the committee.

Tune Quiz

ON ITS *Marathon Melodies,* Ohio Oil Co. has started a tune quiz, with participants involved in a mythical city-to-city race. Contestants are supplied with miniature autos in which to progress from city to city, depending on accuracy of answers. They are asked to identify a musical statement comprising two songs played by the orchestra. Two variants are used, one called Musical Maids in which the names of girls prevail, the other Musical Cities. The program is heard on an NBC-Blue hookup. Cash prizes are awarded.

* * *

Brides in Miami

BRIDES are featured on the *Matrimonial Market Basket* sponsored on WQAM, Miami, by Table Supply Stores of Florida. Leslie Harris, conductor, brings three recent brides to the microphone each Saturday morning at a Table Supply Store. They are asked how they met their husbands, were they able to cook before the proposal, and similar questions, along with favorite recipes. Each bride gets a $5 basket of groceries. Names are chosen at random from the city marriage register.

* * *

News at Ease

DISTINCTIVE among news programs is the way Fred Henry and Clete Roberts handle their informal *Let's Sit Down and Talk Over the News* on KMTR, Hollywood, each midnight. Sponsor is the downtown Newsreel Theatre, which offers many unusual exploitation tie-ins, including screen trailers in members of the same theatre chain. Henry and Roberts broadcast from comfortable chairs with news files and maps at their elbow and the program lasts a half-hour.

* * *

Charm of All Sorts

CHARM SCHOOL, a new sustaining program over the Arizona Network, originating at KOY Phoenix, is conducted by George Costley, psychologist and doctor of philosophy. The program, a service feature directed at the feminine listeners, offers a complete course in actual and practical methods of developing physical, mental and spiritual charm. In addition to the daily discussions, listeners are offered free personal charm tests.

* * *

Amateurs Sell Real Estate

REAL ESTATE is effectively sold by radio in Richmond, Va., by Jones & Robins, promoting its Westham development on WRTD. Titled *Youthtime,* the broadcasts offer weekly prizes to amateur performers, as well as a letter writing contest. Applicants for places on the program register at the WRTD studios.

An Aviation Angle

CALLED *The Quiz Lab* and featuring "Mr. Test Pilot" new show on KOWH, Omaha, is a half-hour question and answer type with an aviation motif woven into the copy. It is presented Friday evenings at the Orpheum and broadcast by electrical transcription on KOWH Sunday afternoons. "Mr. Test Pilot" reads questions from the stage and sets a value upon them. Co-pilot announcers in the crowd with portable mikes give people in the audience the chance to answer the questions. Those answering correctly get the amount set on their question in silver dollars. Those answering incorrectly receive two passes to the Orpheum and a quart of Harding ice cream. This same award is made for all questions sent in by KOWH listeners and used on the show. Both theatre and radio programs are sponsored by Harding Ice Cream Co. Promotional campaign built around the two shows includes spot radio, newspaper display, window cards, theatre screen ads and lobby displays, and news publicity releases.

* * *

Building Developments

NEW TYPE of real estate promotional campaign is being sponsored on KOY, Phoenix, by a local firm. Daily programs are remoted from Womack Heights, currently the biggest building development in Arizona. Quarter-hour broadcasts feature interviews with carpenters, workmen and others, together with descriptions of work in progress. Ground breaking ceremonies for the development was featured on the inaugural program.

* * *

Music of the Future

EXPLORING music patterns of the future, *Electronic Orchestra* returned on NBC-Red as a Sunday afternoon half-hour Aug. 27, 3 to 3:30 p. m. (EDST). The orchestra, a 12-piece dance band developed by Tom Adrian Cracraft and composed of instruments producing tones through electrical amplification, has drawn much attention since its NBC debut May 25. Andre Monici continues to conduct during the new series.

* * *

Pollen Count

HAY-FEVER may be a curse to millions, but it's just a program idea to WHB, Kansas City, which announces each noon the sneeze-inducing properties of the prevailing atmosphere.

ONE OF FOUR best letters written in the weekly Letters Home contest of Westinghouse E. & M. Co., at its World's Fair exhibit, was the work of Lloyd Dodds (left), WCOL announcer and instructor at Ohio State U. The letter won Dodds and his father, Gilbert F. Dodds, Associated Press columnist, cash prizes. Ray Perkins (right), presents check to Dodds, during program on NBC-Blue.

* * *

Their Own Voices

SWEETEST word of all is your own, WJBC, Bloomington, Ill., figures and it carries out the theory by transcribing interviews in the 200-odd Happy Hour grocery stores in Central Illinois. Each person interviewed gets samples of product featured in the week's advertising. Young folk can hear themselves talk on the *Parade of Youth* program, heard daily under local Dr. Pepper sponsorship.

* * *

Personality for Women

HIGHLIGHTING solutions to problems facing the average woman in her daily tasks, Mrs. Allie Lowe Miles has started a new daily half-hour on WMCA, New York, built around news and personalities of special interest to modern women. Guest speakers are presented periodically, and special sessions are devoted to personality development, under Mrs. Miles direction.

* * *

Problems of Youth

TRIALS and tribulations of young people in America who are striving to "get ahead" are the subject of *The Trail Blazers of 1940*, new quarter-hour weekly program to start Sept. 6 on MBS. Richard Dages and Lily Sauberman are featured on the program, which is produced in conjunction with the American Automobile Assn. and its affiliated clubs.

Local Civics

INTEREST in civic problems in Tucson, Ariz., is aroused by KVOA's *Know Your Government* series, consisting of informal interviews with city department heads. Local high school students are to be guided in their autumn political campaign to elect students to honorary offices in the municipal government.

* * *

Cast of Drama Students

AMATEUR actors from the local Junior League are featured on WBBM, Chicago, in a Saturday noontime series called *Signals to Health*. The actors have been studying dramatics under WBBM producers during the last six months. The program is given under auspices of local and State health organizations.

* * *

Sears' Old-Timers

DIGGING into its files, Sears Roebuck & Co. found letters from Texas rural residents who had been customers for decades. The letters formed the basis for customer interviews on the *Grandma Travels* series heard on Texas State Network. Managers of TSN stations locate the customers in rural areas and arrange for the interviews.

* * *

Places You've Missed

VISITS to the little-known places of interest around New York City are the feature of the weekly program *What You Don't See*, on WCNW, Brooklyn, during which Clive Davis, conductor of the program, tells the historical background of the various locales with a realistic use of sound effects.

Savants from San Francisco

WORLD authorities on medicine, geology, astronomy, physics and other topics are presented on KGO, San Francisco, in a program *Meet the Scientist*, originating on Treasure Island. The savants take part in a roundtable covering their particular fields, with two laymen asking questions.

* * *

Battle of the Choirs

A CHOIR contest is staged on WOAI, San Antonio, each Sunday for choirs outside of San Antonio. Liberty Mills, San Antonio, is sponsor. Groups are limited to 15 voices and to church music. Two choirs are heard each program for 24 weeks. A grand prize will be awarded.

* * *

Birth of a Name

HOW some of the oddest-named localities in Kentucky acquired their nomenclature is explained by WHAS, Louisville, in its *Tales o' Troublesome* from the Kentucky U. studios.

There's a yearly spending income of

$750,182,000

reached by that selling station in

WICHITA
KFH
That SELLING STATION FOR KANSAS
Call Edward Petry & Co.

URGENT MEMO RE INCREASE IN AUDIENCE AND RATE

WNEW NEW YORK

With the largest listening audience in its history—an audience far surpassing any other New York non-network stations* and the fact that WNEW's programs have become increasingly popular in this area, WNEW announces an increase in rate** of approximately 22% effective September 15, 1939.

BUT THERE IS STILL TIME TO GET IN ON THE OLD RATE. All contracts placed with starting date prior to September 15 will be honored at the old lower rates.

*These facts based on latest Hooper-Holmes and other surveys.

**See rate card No. 19

SERVING NEW YORK AND NEW JERSEY 24 HOURS A DAY
5000 WATTS BY DAY—1000 WATTS BY NIGHT
1250 KILOCYCLES

HIGHLIGHTS
on the Map of Canadian Radio

- CKCK REGINA, SASK.
- CHAB MOOSE JAW, SASK.
- CJOC LETHBRIDGE, ALTA.
- CFAC CALGARY, ALTA.
- CJCA EDMONTON, ALTA.
- CJAT TRAIL, B. C.

All basic C.B.C. stations which means the cream of the network commercials.

Representatives
U. S. A.—WEED & CO.
Canada: ALL CANADA RADIO FACILITIES, LTD.

Radio AND Education

UNIVERSITY Broadcasting Council, Chicago, will represent Northwestern U. and De Paul U. after Oct. 1, according to reliable sources. Chicago U. is expected to withdraw formally soon from active participation in the Council. The Council was established in 1935 with Allen Miller, prominent in educational radio activities, as its director. Most widely known of its shows is the *Round Table* which started on WMAQ, Chicago, in 1931, went on the basic NBC-Red network in 1933, and was expanded coast-to-coast in 1936. The *Round Table* production has been taken over by Chicago U. It and *The Human Adventure*, a new series on CBS, are under the direction of William Benton, vice-president of Chicago U. and formerly of Benton & Bowles, New York agency. Among other network shows developed and aired under the direction of Mr. Miller are *Men of Destiny, World Neighbors, Titans of Science*, all on MBS; *Of Men & Books, Bull Session*, on CBS; *Science in the News, Roving Professor* on NBC.

PARKER WHEATLEY, formerly of the University Broadcasting Council, Chicago, has been named radio director and radio instructor of Northwestern U.

CONSERVATION activitiy in the United States is dramatized in *What Price America*, starting Sept. 2 on CBS, Saturdays, 1:30-2 p. m., in collaboration with the U. S. Department of Interior.

STATE SCHOOL authorities of Texas have officially adopted CBS' *American School of the Air* for classroom use, according to Sterling Fisher, CBS director of education, who recently returned from a nationwide tour.

America's Finest

All that is best in Southern California revolves around The Town House . . . establishes it as "America's Finest Hotel." Yet tariff is in keeping with today's economical trend . . . Home of the Famous Zebra Room.

Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Blackstone CHICAGO
The Evanshire EVANSTON, ILL.
A. S. Kirkeby, Managing Director

The Town House
Wilshire Boulevard
LOS ANGELES

SECOND YEAR of courses in radio broadcasting at College of the City of New York will start Sept. 18, under the direction Seymour N. Siegel, program director of WNYC, New York's municipal station. Course for beginners will stress the theories of radio broadcasting with practice in programming, operations, publicity, audience measurement and promotion. Guest lecturers will include: Isaac Brimberg, WNYC chief engineer; Felix Greene, BBC representative in United States; Julius Seebach, director of program operation of WOR, Newark; John S. Hayes, WOR assistant production manager; Dr. Frank Stanton, manager of CBS research division; Victor M. Ratner, CBS director of sales promotion, and Jo Ransom, radio editor of the *Brooklyn Eagle*. Second course for students who have already taken Course I will teach all phases of program production, under the direction of Dorothy N. Davids, director of radio at Brooklyn Institute of Arts and Sciences. Guest lecturers will be Philip Cohen, production director, radio division of United States Office of Education; Walter Pierson, CBS director of sound effects, and Mort Lewis, NBC writer and producer of *If I Had the Chance* program.

BOOKLET reviewing the educational broadcasts carried by the station during the 1938-39 school year has been published by WCCO, Minneapolis, for distribution to more than 1,200 state legislators and executives, Twin City officials, heads of local civic and social groups, school principals, the FCC, NAB and members of the Minnesota Congressional delegation.

WHEN the Alameda, Cal., *School of the Air* launches its autumn broadcasts it will again use scripts from KSFO, CBS outlet in San Francisco. The scripts are from KSFO's *Salute to Industry* produced by Walter Guild. Alameda uses the scripts as the basis for a weekly feature *Industrial Geography*, with 600 Northern California schools tuning in the broadcast. Upwards of 200,000 school children are reached with this program, according to school surveys.

WLS, Chicago, announces that its five-weekly quarter-hour series *School Time* will return to the air Sept. 11. The programs were used in 3,000 schools last year according to a WLS educational survey. The series is under the direction of Mrs. Harriet Hester, WLS educational director, and it features dramatic programs of science, history and current events. The half-hour series titled *Know Your Schools*, aired last year on WLS, will be replaced this fall by *The Adams Family*, a serial drama revolving around the educational facilities in two rural communities.

STUDENTS of the Max Reinhardt organization in Hollywood are making weekly inspection trips to the CBS sound department headed by Al Span. Idea is for students to watch Span work and learn from him the newest developments in sound-technique. First demonstration was viewed by 25 students.

EDUCATIONAL director for CBS Pacific network is Frances Farmer Wilder, filling a new post created by Donald W. Thornburgh, CBS West Coast vice-president, to make network educational programs more effective on the Coast. She will be associated with the division of public affairs and special events headed by Fox Case.

SCRIPTS of 14 favorite plays in CBS' experimental theater have been published in a new volume, *Columbia Workshop Plays* [Whittlesey House, $2.75]. The book, edited by Douglas Coulter, CBS producer, includes the eight plays being revived during the summer season in the Columbia Workshop Festival. CBS also has published independently the script of another Columbia Workshop production, the "verse brochure" originally presented April 24, "Seems Radio Is Here to Stay". The paper-bound volume, printed in two colors, contains illustrations by Rudolph Charles Von Ripper.

CBS on Aug. 23 presented a special one-hour radio adaptation of "The Lost Colony", Paul Green's play depicting settlement of English colonists on Roanoke Island, N. C., in 1587 and the birth of Virginia Dare, first white child born in America. The broadcast originated from the Waterside Theater at Manteo, Roanoke Island, where the show, now a permanent summer attraction in its third season, plays five nights a week.

CBS series titled *Of Men & Books* will feature Prof. John T. Frederick, of Northwestern U., on its program beginnning Sept. 3. During the summer, the show has been conducted by T. V. Smith, U. S. Congressman-at-Large from Illinois and professor at Chicago U.

GOLDSBORO **WGBR** NORTH CAROLINA

100 Watts Unlimited 1370 Kc.

LOCATED IN THE HEART
of the
BRIGHT LEAF TOBACCO BELT
where
$32,500,000 IS PAID
annually at this time of the year to tobacco growers within 26 miles of transmitter location.

Scouts Run Blue

THIRTY-TWO Eagle Scouts, from a summer camp at Ten Mile River, N. Y., on Aug. 22 moved into Radio City and took over operation of the NBC-Blue network for a seven-hour period, from noon to 7 p.m., superintending functions of executive offices, program department, production division, audition section and other divisions of the Blue organization. In addition to actually handling network commercial programs, the group wrote, produced, directed and announced their own program. Some Blue affiliates handled the stunt locally.

ROUND-TABLE discussions on the proceedings of the third biennial session of the Institute of Human Relations, held Aug. 28 through Sept. 1 at Williamstown, Mass., were broadcast daily on NBC-Red by delegates to the session with Dr. Frank Kingdon, president of the University of Newark, conducting. Dr. Franklin Dunham, NBC educational director, arranged the programs for the Institute, which is conducted under the auspices of the National Conference of Christians and Jews.

CHICAGO Radio Council, under the direction of Harold Kent, announces the following programs scheduled for the first school semester: *Makers of Chicago, Your Science Story Teller, Jimmie Evan's Prep Sports Review, High School Hour*, on WLS; *Let's Tell a Story, I Will, Student Chorus, Science Reporter, That's News to Me*, on WJJD; *Hour of the Magic Boots, Pieces of Eight, Open Sesame*, on WAAF. The quarter-hour weekly programs are designed for school children from kindergarten through grade nine.

AVERAGE of 1,200 letters is received weekly by the Chicago U.-CBS series titled *The Human Adventure*, according to Sherman Dryer, radio director of Chicago U. The Tuesday evening dramatic program is aired on 76 CBS stations including CKAC, Montreal, and CFRB, Toronto.

MORE than 75 county institutes in four Midwestern States have requested demonstration of classroom use of radio, according to Mrs. Harriet Hester, educational director of WLS, Chicago. Transcriptions of *WLS School Time* will be used at 15 of the institutes between Sept. 1 and Oct. 26, according to Mrs. Hester.

ILLINOIS Farm Sports Festival to be held at Illinois U. Sept. 1-2 will be aired in part on WLS, Chicago. Judges of the folk music will be Harold Safford, WLS program director; Harriet Hester, WLS educational director; Patsy Montana and Guy Colby, of the *WLS Barn Dance* cast.

TEMPLE U. will offer the first Philadelphia course in radio this autumn, with Thomas B. Smith, program director of WPEN, as teacher in one of the university's "hobby courses". Last year Mr. Smith taught radio technique at West Chester Teachers College and he will continue this course along with his Temple work.

From the Substratosphere

FOR his projected substratosphere flight across the Atlantic, Howard Hughes, noted sportsman-aviator, has been granted permission by the FCC to operate a 100-watt transmitter on 4797.5, 6425, 12862.5 and 17310 kc. aboard his plane, NX-19904, using the call letters, KHBRC. The license for the special installation was granted on a 30-day basis, since the proposed flight is planned for some time in September. MBS and CBS plan to pick up the plane's broadcasts.

Appellate Court Powers Disputed

FCC Again Questions Right To Command Performance

CONTROVERSY between the FCC and the U. S. Court of Appeals for the District of Columbia over the authority of the court to entertain appeals from FCC decisions and to command the FCC to perform specific acts, reached a new high Aug. 19 when the Commission again questioned the court's jurisdiction.

In the much litigated *Courier Post* case, involving the application of the newspaper for a new local station in Hannibal, Mo., the FCC contended the court authorized it to hold a further hearing in the case when such a request had not been made. It asked the court to issue its final judgment in order that the Commission might make appeal to the Supreme Court for review of the proceedings, unless the court should decide to reconsider and dismiss the *Courier Post* petition to mandamus the Commission to grant it a license.

FCC's Position

The FCC said no act or statement made by it could possibly be interpreted as a request for permission to hold a further hearing on the application. It added that in order to make its position clear it has no intention of requesting advance consent from the court for a hearing until the validity of the court's rule regarding procurement of such consent "has been upheld by the Supreme Court of the United States". In this respect it pointed out that it already has raised the issue in a petition before the Supreme Court in the so-called Pottsville case involving competitive applications for a new station in Pottsville, Pa., and proposed to seek a review of it in the Heitmeyer case for a new station in Cheyenne.

The FCC contended further that it "is impossible to give an intelligent meaning to the court's order" pertaining to the rehearing. It contended the requirement that the FCC must obtain the advance consent of the court before it can hold a further hearing has no basis in any statute governing the powers and jurisdiction of the court and that to so hold "is a clear instance of judicial legislation".

ORTH BELL, heard as *Uncle Jonathan* on a thrice-weekly CBS feature, was honored Aug. 16 at special "Uncle Jonathan Day" ceremonies at the New York World's Fair.

PARADE OF PROGRESS
and company
Each year has seen an expansion in our Organization and more important an increase in business for the Stations we represent. This Parade of Progress is due to EXPERIENCE that produces RESULTS THAT COUNT!
NEW YORK • CHICAGO • DETROIT • SAN FRANCISCO
Radio Station Representatives

Court Holds Economic Interest Vital

(Continued from page 22)

mission's responsibility in the licensing of new stations is accepted at its face value, the Commission not only in licensing new stations but in passing upon renewals, "must give consideration to the effect which the operation of one station will have or is having upon the ability of other existing licensees to operate their stations in the public interest."

As an extreme example, it said that if two out of four stations in a given city earned a high return by virtue of desirable advertising, while one earned only a small return and the fourth made no profit, the Commission would have the duty, upon complaint of the fourth station, to refuse to renew the applications of one or both of the stations earning the greatest profit.

It argued further that under the opnion "the greater the ability of an applicant for license for a new station or for the renewal of a license to attract advertising clients of existing stations, the more likelihood that the Commission would be under a duty to deny this application."

FCC Challenges Court

Contending the court had overlooked the underlying principle of the American System of Broadcasting, the FCC said the intent of Congress under this principle was that the success or failure of a station from a financial standpoint is directly dependent upon the quality of the service rendered to the listening public, for whose benefit stations are licensed. It is because competition among stations for advertising means competition for listeners, which in turn, means rivalry to improve programs, that any restriction upon competition for advertising imposed by the Commission would "result in a poorer type of service being rendered to the public." A new station in a community could not take away the clients of an existing licensee without at the same time rendering a very superior service, it pointed out.

Line of Demarcation

Declaring that the FCC has never considered these competitive factors within the orbit of its jurisdiction in passing upon applications, the Commission said it was still of the opinion that under the statute no such jurisdiction may be exercised by the Commission and that the court's Yankee Network ruling therefore had no statutory basis.

Arguing that it is impossible to draw a line marking off the field in which stations should be permitted to compete for listeners and clients and fix the point beyond which such competition will not be permitted, the Commission said it is impossible on the one hand to accept the American system of broadcasting which "postulates free competition" and on the other hand to recognize a responsibility in the Commission for protecting an existing station from destruction through competition.

Justice Miller, in the exhaustive opinion, brought out that eight stations were licensed in Boston in 1936 when WMEX applied for a change in frequency from 1500 kc. with 100 watts night and 250 watts day, unlimited time, to 1470 kc. with 5,000 watts unlimited time, using a directional antenna. The FCC granted the application without hearing after which Yankee and other stations protested. After hearing and oral arguments, the FCC in 1938 granted the WMEX application, and petitions for rehearing were filed by the protestants and denied. Yankee then appealed from the Commission's decision.

Eliminates FCC Contentions

Reciting that the Commission challenged the court's power to hear the appeal on the ground that none is contemplated by the Act from a decision granting an application on behalf of an existing licensee claiming to be economically affected, Justice Miller added that on oral argument the FCC expanded this contention to include "any possible grievance or affectation of interest, electrical, economical or otherwise," although in the present case only the economic interest is involved. Because the Commission has "strenuously urged that we consider the problem", the opinion continued, "a thorough analysis of its argument in the present case will conduce to a final determination of this important question."

The court first eliminated the FCC contention that other advertising media might raise the competitive issue. It said there is nothing in the Act to suggest that it should be extended beyond radio broadcasting. After pointing out that the Commission conceded existing licensees may actually be aggrieved in granting new applications, [which the FCC repudiated in its Aug. 24 brief] the court held the Communications Act does "definitely recognize the rights of license holders in express terms no less than seven times." It said the granting of a license by the Com-

KFEQ

ST. JOSEPH, MO.

"The Midwest Market Station"

$175,000 PER DAY

365 DAYS A YEAR!

Is paid to livestock producers by St. Joseph livestock interests . . . KFEQ delivers this profitable market . . . write or wire for time availabilities and rates.

680 K. C. 2500 Watts

National Representatives

HEADLEY-REED CO.

New York Chicago

Detroit Atlanta

Faithfully serving listeners in the Greater New Haven and Eastern Connecticut markets is

WELI

which on September 4, 1939 in its rapid march of success *moves* from the classification of a part time station to

Full-Time

(It's your move next)

City Broadcasting Co.

NEW HAVEN, CONN.

122 Orange St. James Milne, Mgr.

mission "creates a highly valuable property right which, while limited in character, nevertheless provides the basis upon which large investments of capital are made and large commercial enterprises are conducted. If it is the purpose of the Act to secure the use of the channels of radio communication by private licensees under a competitive system, those licensees must be protected in that way, not merely from unlicensed stations and unlicensed operators but from improper activity of licensed stations and operators and from arbitrary action by the Commission itself in the exercise of its regulatory power."

Entitled to an Appeal

The court held the Commission is authorized to regulate and to discipline existing licensees, to modify their licenses and to determine upon the basis of their respective performances, whether their licenses shall be renewed. But, it added, if the Commission decides their applications for modification or renewal adversely, "such licensees are entitled to appeal. A radio operator whose license had been suspended is entitled to appeal from the Commission's decision."

Holding it was the intention of Congress to protect the rights and equities of licensees against arbitrary action of the Commission, the court said there would be no value in a right to use a designated frequency or in equities relating thereto — which would justify the great financial outlay involved in station construction and operation —if the licensees were not protected from destructive competition.

"Equities and rights do not exist in a vacuum but in relation to the total situation of which they are a part. The Commission has control of that situation by virtue of its power to grant or deny licenses. But the power is not absolute."

The court said that in granting licenses the Commission is required to act "as public convenience, interest or necessity requires", but this criterion is not to be interpreted as setting up a standard so indefinite as to confer an unlimited power.

Referring to the opinion of Justice Groner in the Jenny Wren case, involving WREN, Lawrence, Kan., the court said that in this ruling it was held the Act recognizes the preservation of the earning capacity and conservation of the financial resources of the individual broadcasting station as a matter of national concern, "for the reason that the property employed must be permitted to earn a reasonable return or the system will break down; thus indicating, as it seems to me, an identical or reciprocal interest between the owner and the public in which it is the right of either to see that competition between stations is not carried to the point of destruction."

The court brought out that the Commission had denied the applicability of this view and called its attention to the fact that the Communications Act specifies a different method of regulation for common carriers engaged in communication by radio than for radio broadcasters; that broadcast licensees are expressly exempted from the classification of common carriers, and that such a licensee "has unregulated discretion to determine the rates necessary to insure the profitable operation of his station in the area served."

Rate Fixing

The court pointed out it had said that the radio business is impressed with a public interest and that Congress, in establishing the standard of public interest "evidently had in mind that broadcasting should be of a public character rather than a mere adjunct of a particular business." Rate fixing, the court added, is only one of many regulatory procedures. The fact that it is specified for carriers and not for broadcasters "is by no means conclusive." In both the ICC and FCC Acts other forms of regulation are specified, which are closely similar; as for example, the power of the appropriate commission in each case to require adequate facilities, the court stated. "The powers of regulation possessed by the FCC over broadcasters are comprehensive and inclusive; and judicial review of its actions is highly important just as it is in the case of the ICC . . . .

"In some respects the powers delegated by Congress for the regulation of broadcasters are even more drastic than those possessed by the ICC over railroad carriers; notably the power of the FCC to issue licenses for short periods, and to require, each time, a full showing of financial and other qualifications, as a condition of renewal. Such a regulation applied to the railroads of the United States would probably soon disrupt them.

"Congress had power to provide safeguards against destructive economic injury to existing licensees and did so in both Acts, in order to secure a similar legislative purpose in each. In the case of the railroads Congress waited until the condition of many of them was desperate. The Commission argues that the Transportation Act and the recent Emergency Railroad Transportation Act were intended 'to administer oxygen to critical patients.' But in the case of radio broadcasters the intent of Congress was to anticipate and prevent desperate, chaotic conditions. The latter form of statesmanship is equally as commendable as the former, and may serve better the interests of the people. In both instances the privilege of free enterprise was curtailed."

Dealing with the Commission's contention that one of the chief concerns of Congress was to guard against monopolies and to preserve competition, the court said it is difficult to understand how this result could be achieved "by deliberately or carelessly licensing so many new competing stations as to destroy already existing ones, and possibly the newly-created ones as well."

"While it is true that it was the intention of Congress to preserve competition in broadcasting, and while it is true that such intention was written into Section 314 of the Communications Act, it certainly does not follow therefrom that Congress intended the Commission to grant or deny an application in any case, other than in the interest of the public. Just as a monopoly—which may result from the action of the Commission in licensing too few stations—may be detrimental to the public interest, so may destructive competition, effected by the granting of too many licenses. The test is not whether there is a monopoly, on the one hand, or an overabundance of competition, on the other, but whether the granting or denying of the application will best serve the interest of the public."

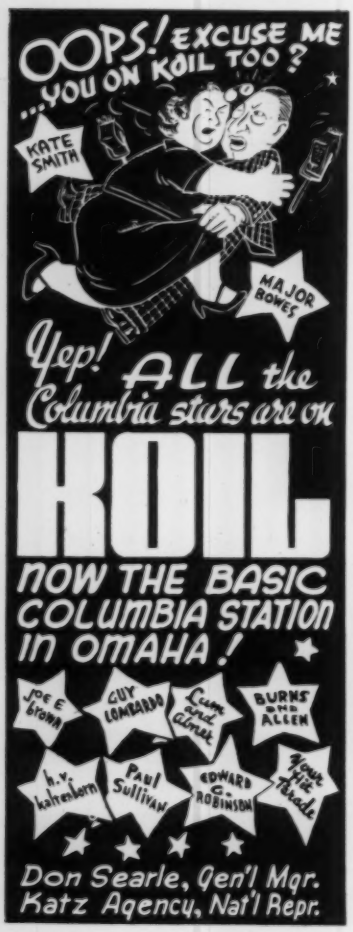
Minimum Service

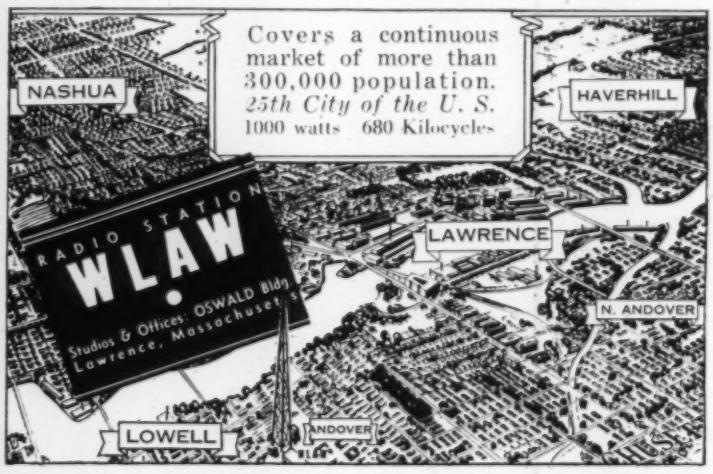
The court said that while the Commission was largely occupied in its earlier years with finding qualified licensees and controlling electrical interference, now a new problem has developed which is just as important as electrical interference and which the Commission must meet and solve. "The rapidly increasing number of stations and the resulting competition for advertising as well as program 'talent' has just as dangerous possibilities as electrical interference. The public interest requires not merely that a maximum quantity of minimum quality service shall be given. If competition is permitted to develop to that extent, then 'the larger and more effective use of radio in the public interest' cannot be achieved.

"The method of uncontrolled competition argued for by the Commission in the present case is in fact one way of creating monopolies. If it were allowed to go on unrestrained, according to its theory of non-reviewable arbitrary power, none but a financial monopoly could safely exist and operate in the radio broadcasting field. The Commission justifies its action in the present case, and justifies its contention in theory, by assuming that if a chain, operating several broadcasting stations, or a company which owns both newspapers and broadcasting stations, is able to carry one of them financially, even though the latter station is not able to support itself, then the latter cannot protest against de-

Auspicious Debut

FIRST night the new WTMC, Ocala, Fla., was on the air it demonstrated its function as a public servant. About 10 p.m. opening day a call came from local police that a negro couple who had stolen several hundred dollars in a neighboring town were headed for Ocala, and WTMC immediately broadcast a description of the pair. The flash was heard by a county highway patrolman, and within 15 minutes he sighted the fugitive car, made the arrest and recovered $416 and a watch hidden in the upholstery of the car.





structive competition. The result of this policy might well be to destroy or frighten from the radio broadcasting industry any independent station attempting to operate on its own resources; and to leave in the field only monopolies which were sufficiently supported financially to withstand the destructive competition which might result from arbitrary, careless action upon the part of the Commission in the granting of new station licenses.

"It was undoubtedly with just such considerations of possible arbitrary administrative action in mind that Congress provided for judicial review under the Communications Act on behalf of any person aggrieved or whose interests are adversely affected, as it likewise did under the Transportation Act. In each instance the remedy is statutory in character, and in each instance designed to protect rights and equities also deriving from statutes in derogation of the common law."

Basis of Appeal

In meeting what it described as the "next important question", whether Yankee Network had assigned sufficient reasons of appeal to give the court jurisdiction, Justice Miller said that the reasons cited failed to present an issue as to whether the anticipated competition would necessarily result in such a severe loss of operating revenue as to impair the service rendered by Yankee Network. He held it fell far short of the reasons presented in the Sanders case in which the court reversed the Commission. Then he added that in no event should the statement in the Yankee case be regarded "as a model for the future" but that since one of the reasons "does at least suggest the issue" the court could consider it as sufficient solely for the purposes of the appeal.

Concluding that it was unable to accept the appellant's contention that the Commission's findings were abitrary and capricious, the court said the record as a whole revealed a substantial basis both for the Commission's findings and for its determination. As a consequence, it announced dismissal of the appeal.

Buying Control of KABR

ACQUISITION of a total of 89.9% of the stock in KABR, Aberdeen, S. D., is sought by H. C. Jewett Jr., wholesale grocer, in an application filed Aug. 29 with the FCC. Mr. Jewett already holds 44.6% of the stock in the station, a regional outlet on 1390 kc. In satisfaction of obligations held by him in the amount of $67,600, he proposes to acquire 43.5% additional.

Thoughts at the Fair

HEADS of foreign government pavilions at the New York World's Fair tell Americans and the people of their own countries how their national exhibits are being received by Fair visitors on a new series started Aug. 24 by WNYC, New York municipal station, and shortwaved to foreign listeners by W1XAL, Boston.

WITH two sharks as souvenirs, Skipper Leo Downs, captain of the good ship *Treasure Chest*, returned from a Florida fishing vacation to resume one of the South's oldest programs on WIS, Columbia, S. C. Skipper is the oldest WIS staff member and also handles sales. Here is the Skipper (rear) with his son, Jack, and the sharks.

FCC Bar Wins Praise For Rules Cooperation

EXPRESSING appreciation for the cooperation of the Federal Communications Bar Association in connection with revision of the FCC rules of practice and procedure, William J. Dempsey, FCC general counsel, in a recent letter to Frank Roberson, president of the bar group, brought out that most of the changes suggested and recommended by the bar committee were adopted by the FCC. Mr. Dempsey made reference to the work of the bar committee headed by Mr. Roberson and comprising Arthur W. Scharfeld and Donald Beelar.

In his letter of reply, Mr. Roberson asserted that the rules as amended will be more helpful to the Commission and to the Bar. He added he knew of no better example of the "good results" that can be obtained when "such fine cooperation obtains as was manifested in the many conferences between you and members of your staff with our representatives."

Better Worse

KARL CONNER, staff violinist of WOWO, Fort Wayne, Ind., couldn't seem to get in the groove in interpreting the hoedown music heard on the NBC-Blue origination, *Hoosier Hop*. He was told his music was too good —it lacked the homey touch. So he laid aside his $300 fiddle and picked up an old family heirloom, a Guarnarius valued at $1,000, which he had never played because the instrument was slightly longer than his other violins and threw him off key. But now, with a $1,000 violin in one hand and a $200 bow in the other, he saws out genuine hoedown and to all effects plays better, though he really is playing worse.

Equipment

SEEKING FCC authority to install new equipment and change transmitter sites in new applications just filed are WARD, Brooklyn, proposing to move to 583 Meserole St., Brooklyn; WIOD, Miami, seeking 5 kw. full-time with transmitter at Northside of 79th St., Causeway, Miami; KFEQ, St. Joseph, Mo., seeking 5 kw. full-time with transmitter 5¼ miles northeast of St. Joseph.

INSTALLATION of the two new 483-foot Blaw-Knox towers and the new antenna system of WTIC, Hartford, is nearing completion under the direction of Clayton Randall, WTIC chief engineer. The new system will be ready for tests in early September. Jansky & Bailey, Washington consulting engineers, acted as consultants on the job.

NEWSFAX (Canada) Ltd., 140 King St. West, Toronto, with the *Toronto Globe & Mail*, is demonstrating the Hogan facsimile transmitter and receiver at the Canadian National Exhibition, Toronto, Aug. 25-Sept. 9. Because of Canadian Broadcasting Corp. regulations, the demonstration is via telephone lines from the exhibition grounds to the newspaper office.

CBS has announced the sale of the old KNX transmitter site to Charles Chaplin Film Productions in Hollywood. It is believed the Chaplin studios will use the site for exterior sets in photographing their next production, "The Dictator". Following several months' successful operation of the new Torrance, Cal., transmitter, the old KNX equipment was sold to a Colombia, South America, broadcaster.

CKSO, Sudbury, Ont., is installing a 325-foot radiator, supplied by the Canadian Marconi Co., Montreal. The new radiator is the tallest in Northern Ontario, according to W. J. Woodill, CKSO manager.

CHNS, Halifax, has erected a new Blaw-Knox radiator 250-feet high at Bedford, 10 miles outside Halifax. The tower stands on the highest ground in region, its top light being 404 feet above sealevel. The new radiator replaces the one blown down earlier this year.

FIRST shipment of equipment for the new transmitter of KDKA, Pittsburgh, was made Aug. 21 from the Westinghouse plant in Baltimore. Construction is well under way and equipment will be installed as soon as received.

WICA, Ashtabula, O., has purchased a new 442-1 Western Electric transmitter to put into operation about Sept. 15 when the station begins operation under its 500-watt daytime grant.

WWNC
ASHEVILLE, N. C.
Full Time CBS Affiliate
1,000 Watts
ADVERTISERS
Big Opportunity!
Asheville and Western Carolina—the Quality Market of the Southeast—now enters its resort season of *doubled population . . .* and *doubled business.* Sell over WWNC—the area's ONLY radio station.

Joseph to Blaw-Knox

Mr. Joseph

BLAW-KNOX Co., Pittsburgh, has appointed Lawrence E. Joseph as executive officer in charge of its Blaw-Knox Division. Mr. Joseph succeeds R. F. McCloskey Sr., vice-president, placed in charge of development of new products for the entire corporation. Mr. Joseph formerly was manager of the National Automatic Tool Company, Richmond, Ind., and before that vice-president of Liggett Spring & Axle Co., and consulting engineer.

RCA MFG. Co. announces sale of a 1-G 1 kw. transmitter to KVOD, Denver; 100-G 100-watt transmitter and associated equipment to WKIN, Kingston, N. Y.; 250-G 250-watt transmitter and equipment to WMAM, Marinette, Wis.

SCOTT HELT, chief transmitter engineer of WIS, Columbia, S. C., has suggested to Doolittle & Falknor a new type of expander fitting, now being made as standard equipment. It is an expander fitting for an inner conductor for concentric lines and cables.

MEMBERSHIP of the Australian Broadcasting Commission, which regulates radio in that country and like the CBC also operates a non-commercial chain of stations parallel to a commercial system, has been increased from five to seven in a move to reform Federal operation.

IN SALT LAKE CITY
—more local advertisers use KDYL than any other station. Yet KDYL's local rate is as high as that of any other local station.
It's *results* — not cost — that count!
5,000 WATTS daytime 1,000 WATTS night
KDYL
The Popular Station
SALT LAKE CITY
NBC RED NETWORK
Representative John Blair & Co.

Radio Wire & Television Plans Further Expansion

RADIO WIRE & TELEVISION Corp., New York, company recently formed from a merger of the holdings of Wire Broadcasting, Wholsale Radio and their subsidiaries [BROADCASTING, Aug. 1], has moved its offices to two floors at 250 West 57th St. New telephone number is Circle 5-7600. New offices include a theatre for sound motion pictures, engineering laboratories and studios.

The company, which has already established units for the distribution of "wired entertainment" in Pennsylvania, Indiana, Illinois, Michigan and Minnesota, has announced the formation of a sixth subsidiary—Wire Broadcasting of Ohio—to operate in Columbus for hotels and large apartment houses. According to Reiss Adv., New York, agency handling the account, the company plans further expansion of its units and personnel.

CBC, Private Stations Agree on Net Policies

PRIVATE stations and the Canadian Broadcasting Corp. reached an amicable settlement of their subsidiary network problems at a meeting held Aug. 29 in Toronto. Approval of the CBC board of governors is necessary, according to Dr. Augustin Frigon, assistant general manager, and Harry Sedgwick, president of the Canadian Assn. of Broadcasters and representing CFRB, Toronto. Details of the settlement were not released pending board approval but those attending asserted they were satisfied that problems had been cooperatively solved. The policy goes into effect Sept. 24, Mr. Frigon stated.

Others attending were Arthur Evans, secretary-treasurer CAB, Toronto; Gordon Love, CFCN, Calgary, president Western Canadian Assn. of Broadcasters; H. R. Carson, CFAC, Calgary; Charles Campbell, CJRC, Winnipeg; Joseph Sedgwick, solicitor, CAB, Toronto. From the CBC, Dr. Frigon; E. A. Weir, commercial manager, Toronto; W. E. Powell, assistant commercial manager, Toronto; H. N. Stovin, station relations supervisor, Toronto.

Rider Tours for RCA

JOHN F. RIDER, author, publisher and lecturer on radio servicing, has been retained by RCA Mfg. Co. to personally conduct a nationwide series of meetings for service engineers and technicians in some 35 cities during the fall months, according to L. W. Teegarden, manager of RCA Tube and Parts Division. Each meeting will be under joint sponsorship of RCA Mfg. Co. and RCA parts distributors in the various cities. The tentative schedule includes Boston, New York, Philadelphia, Buffalo, Cleveland, Detroit, Chicago, Davenport, Minneapolis, Omaha, Denver, Spokane, Seattle, Portland, San Francisco, Los Angeles, San Diego, Fort Worth, San Antonio, Houston, Dallas, Oklahoma City, Kansas City, St. Louis, Pittsburgh, Cincinnati, Indianapolis, Louisville, Memphis, New Orleans, Atlanta, Richmond, Washington, Baltimore, Albany, Worcester, Springfield, Mass., Hartford, Providence and Newark, N. J.

Television News Notes

Canadian Demonstration

CANADA'S first television demonstration is being given daily at the Canadian National Exhibition at Toronto by RCA Victor Co., Toronto, Aug. 25-Sept. 9. A television camera and studio have been erected in the National Industries Bldg. In an adjoining reception room is a battery of five RCA TRK-12 receivers, with 9 x 12 inch viewing screens to pick up the subjects televised in the studio. Because the Canadian Broadcasting Corp. regulations do not allow anyone to transmit television broadcasts in Canada., the demonstration is done by wire, and the audience is told this. The audience is also told the reasons why television will not be available for some time in Canada, because of this CBC policy, and the fact that the CBC will do all television broadcasting in the Dominion. H. S. Walker, RCA western Canadian representative for transmitting equipment, is in charge of the demonstration, and W. B. Morrison of the Montreal RCA office is chief television engineer, assisted by Engineers Fisher and Humberstone of Montreal. In conjunction with the *Toronto Daily Star*, RCA Victor is putting on a demonstration of facsimile news. Because the CBC will not allow a private broadcaster to use facsimile transmission, this demonstration is also wired. A miniature edition of the *Toronto Star* is transmitted for demonstration purposes daily.

* * *

Televised on Film

A NEWS EVENT using film made particularly for its transmitter, was broadcast by Don Lee's W6XAO in televising the Catalina aquaplane race during August, J. Glen Turner, Don Lee cinematographer, registered the race on 16 mm. during the broadcast. Rushed through the laboratories, the telecast was launched coincident with the newsreel releases. Sam Pierce, radio announcer at the race, acted as television commentator.

* * *

KDKA Television at Fair

KDKA, Pittsburgh, set up the RCA-NBC traveling television show at the Alleghany County Fair, Aug. 29-Sept. 4. Frequent demonstrations were planned every day.

ask

HEADLEY-REED CO.

about

KRIC

Beaumont, Texas

They Know
FACTS

Shopping Service

TELE-SALES, a new system of merchandising devised by the American Television Corp., New York, to enable customers to shop by television, is now being presented daily to the public at Bloomingdale's Department Store, New York. These telecasts dramatizing store merchandise differ from the ordinary television show in that they project a specially prepared motion picture, which is first run through and "scanned" by the television camera and then conducted by cable through the receiving device to "kinet" screens distributed throughout the store.

According to American Television Corp., a merchant can repeat the messages of any national advertisers by using these special films, and he "can add the greetings, advice, services and influence of prominent visitors, demonstrators and other public figures by simply introducing them to customer audiences throughout his store via Tele-Sales."

* * *

Form Talent Firm

RADIANT PRODUCTIONS, an organization specializing in the preparation of television programs and building programs for individual talent, has been formed by Jacques Green, musician, and Jack Kappes, formerly of McCann-Erickson, New York, with offices in the Paramount Bldg., New York. Representing Andrew Geller Shoe Co., New York, the organization has started its first series of weekly telecasts on W2XBS, television station of NBC. Telecasts dealing with the advertising of women's shoes are presented each Wednesday following the discussion of happenings on Broadway by George Ross, columnist for the *New York World-Telegram*.

* * *

Air Corps Maneuvers

NBC on Aug. 25 televised Army Air Corps maneuvers at Mitchell Field, L. I., during an hour program on W2XBS, using the NBC mobile television unit. Using both cameras of the unit, under supervision of Capt. Kerwin Malone, of the Air Corps, and A. Burke Crotty, producer in charge, the telecast included pickups of takeoffs, landings and full formation flying. Although NBC previously has televised airplane flights, this was the first visual coverage of complete aerial maneuvers on a large scale.

* * *

Entrance Fee, 10 Cents

WLS, Chicago, announces that 32,000 people spent a dime apiece to see its RCA television exhibit at the recent Illinois State Fair. Open from 10 a. m. through 10 p. m., the exhibit was thronged throughout the day. The exhibit will also be used at the Indiana State Fair, Indianapolis, Sept. 2-7.

* * *

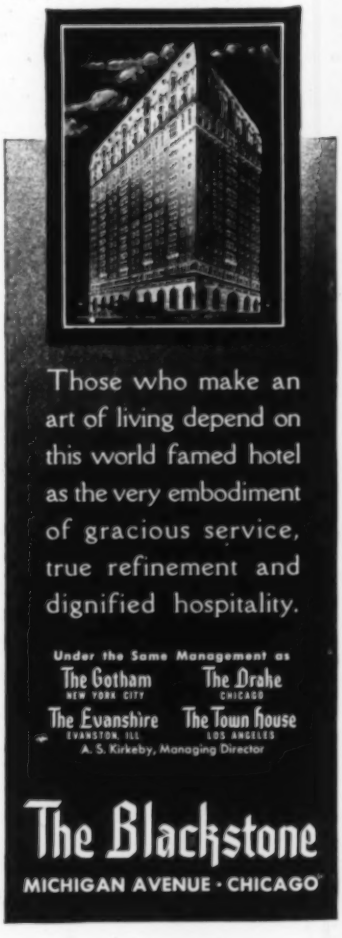
Big League Game

NBC added another television first to its record Aug. 26 when W2XBS carried the first visual broadcast of a big league baseball game, a double-header between the Cincinnati Reds and Brooklyn Dodgers, at Ebbetts Field. Red Barber, baseball announcer for WOR, Newark, participated.

ADDICTS of the Barrel House Brodie cult to the number of 3,000 enjoyed a picnic recently as guests of WBCM, Bay City, Mich. Brodie (Engineer Alva Bissonette) enlisted Harry Heilmann (left), Michigan Network sports announcer and former Detroit baseball star, as guest of honor and presented him with a picnic suitcase on behalf of WBCM. Products of Heilmann's sponsors, Pfeiffer Brewing, Mobilgas and General Mills were included in the suitcase contents. Brodie's *Morning Patrol* program is heard daily, 6:30-7:30 a. m. Listeners receive membership cards.

Javal to England

IAN C. JAVAL, commercial director of Baird Television Corp., sailed for England Aug. 16 on the Normandie and will return in the autumn. The large screen television theatre at 1600 Broadway is in charge of British engineers.


Those who make an art of living depend on this world famed hotel as the very embodiment of gracious service, true refinement and dignified hospitality.
Under the Same Management as
The Gotham NEW YORK CITY
The Drake CHICAGO
The Evanshire EVANSTON, ILL.
The Town House LOS ANGELES
A. S. Kirkeby, Managing Director
The Blackstone
MICHIGAN AVENUE · CHICAGO

War Spurs Autumn Spots

(*Continued on page 11*)

fewer quarter-hour disc shows, as predicted in BROADCASTING July 1, has come about. There is also a noticeable increase in the purchase of news and sports programs, as then predicted. More than 50 Chicago accounts will use extended spot schedules this fall with the programs set to start after the time change or in early October.

Among them is Beaumont Laboratories, St. Louis (Four-Way cold tablets), which last year used minute announcements and 15-minute programs on a total of 40 stations, and is expected to return this fall with a similar list. Campbell Cereal Co., Minneapolis (Malt-O-Meal), used a recorded strip show on 16 stations last September and will return with a similar list this fall. Studebaker Corp., South Bend, Ind., which used thrice weekly quarter-hour discs on 74 stations for its spring and summer campaign is understood to be returning this fall.

Other Big Spot News

Other prominent Chicago spot users will include Alka-Seltzer, Pinex, Dr. Caldwell's Syrup of Pepsin, Foley & Co., Brown & Williamson, Skelly Oil Co., Wander Co., Quaker Oats, Ralston-Purina, Swift & Co. (All-Sweet margarine), Little Crow Milling Co. (Coco-Wheats), Beatrice Creamery, Lea & Perrins, Wurlitzer, Mantle Lamp Co., Olson Rug Co., Household Magazine, Union Biscuit Co., Rival Packing Co. (dogfood), John P. Morrell Co. (dogfood), Northwestern Yeast Co., Household Finance Co., Industrial Training Institute, Hemphill Diesel Schools, Pure Oil Co., Oshkosh Overall Co., Williamson Candy Co., International Harvester Co., Procter & Gamble Co. (Oxydol, Dreft, Lava), Stokely Bros. & Co., and numerous beer accounts.

General Mills is sponsoring professional football and may renew some of the spot radio dropped in the spring for its Corn-Kix. Sears, Roebuck & Co., which used the *Grandma Travels* series on 24 stations last fall, is expected to return with a similar list.

Spot Increases 25%

Nutrina Mills will use a recorded strip show on an undetermined number of stations. Other spot users will be Karith Chemical Co. (cleaner) and Candid Eye Magazine. Grove Laboratories (Bromo-Quinine) will curtail its spot radio this fall due to an extensive network show. The firm on Oct. 2 starts *Sherlock Holmes* on 52 NBC-Blue stations, Mon., 7-7:30 p. m., and is using an half-hour recorded version of the show on WOR, Newark, on Wednesday evenings. A six weekly 15-minute participation in *Make Believe Ballroom* on WNEW, New York, has also been purchased.

NBC-Chicago estimates that its spot and network billings will be up this fall 25% over last fall. Important fall network shows handled in Chicago include: Miles Laboratories Inc. (Alka-Seltzer), using *Alec Templeton Time* on 52 NBC-Red stations beginning Sept. 25; Purity Bakeries Corp., starting *Smiling Ed McConnell* on 18 CBS stations on Oct. 16; Procter & Gamble (Teel), using *Prof. Quiz* on 53 CBS stations starting Sept. 8; Lewis-Howe Medicine Co. (Tums), which is using *Horace Heidt* on 56 NBC-Red stations; and the Grove Laboratories account mentioned above.

Seek 710 in Houston

ANOTHER applicant for the 710 kc. frequency, now a clear channel assigned to WOR, Newark, appeared Aug. 29 with the filing of an application by Port Broadcasting Co. for a new fulltime 5,000-watt outlet on that channel in Houston, Tex. Recently KIRO, Seattle, now operating on an experimental basis on 710 kc., applied for 5,000-watts fulltime on that channel, while WTCN, Minneapolis, applied for 10,000 watts on 710 kc. Port Broadcasting Co. is headed by R. E. Willson, president of KABC, San Antonio, with A. Earl Cullum Jr., Dallas consulting engineer, as treasurer, and P. M. Davis, of San Antonio, as third party. Each would hold 33⅓% of the stock. The same group has applied for a new local outlet in Dallas on 1370 kc., the channel recently relinquished by KFJZ, Fort Worth.

Nebraska Mills Series

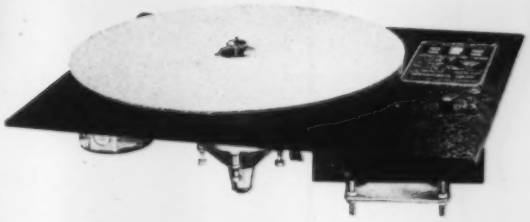
NEBRASKA Consolidated Mills, Omaha (Mother's Best flour), has started a five weekly quarter-hour live series titled *Songs for Mother* on KMA WMT KRNT WNAX KMMJ. The program is keyed from WMT to KMA and KRNT. WNAX and KMMJ produce their own shows of the same title. The Earl Allen Co., Omaha, is the agency handling the account.

Boake Carter on Discs

SERIES of daily news commentary on transcriptions, recently announced by Boake Carter as his reentry into the radio field, will start Sept. 10 on WCAU and WIP, Philadelphia, and WMCA, New York. Programs, which are of a "syndicated column" type, will be heard Mondays through Fridays, from 6:30 to 6:45 p. m. (EDST). It is understood that a sponsor has been lined up by WMCA for the series, but details were unavailable as BROADCASTING went to press.

WRNX
5000 WATTS
DAYS
Coming events cast their shadows...
No change in programming or policy. Better service to Metropolitan New York including its 6,982,635 foreign citizens.
Now operating 1000 WATTS DAY AND NIGHT WBNX NEW YORK
The Station that Speaks Your Language

Here's a Turntable Worthy of Today's Quality Reproducers



Fairchild Unit 227 Transcription Turntable

The best reproducer in the world won't give you perfect record playing and split-second timing unless your turntable is *absolutely* accurate. Fairchild offers its Unit 227 as the most accurate turntable made.

With Fairchild Unit 227 you can:

1. Change simply from 78 RPM to 33 RPM. You merely shift the push rod on the turntable's center shaft.
2. Play either vertical or lateral cut records up to 16 inches in diameter.
3. Mount various types of reproducers on the panel or on the enclosure in which the turntable itself is mounted.
4. Easily flush mount turntable in a cabinet or desk for permanent studio installations.

Equipment assembled on a 17-inch by 21-inch aluminum panel ¼ inch thick finished in black crackle lacquer. A 1/50 H.P.—1800 RPM synchronous motor drives the turntable through a 2-speed adhesion drive. Turntable made of seasoned cast iron, *dynamically balanced*. Weight 16 pounds. For "wow" free performance gears and worms are ground to an accuracy of less than two parts in ten thousandths of an inch. Equipped with quiet 110-120-volt 60-cycle motor. Floating motor assembly isolates motor vibration from turntable.

Send today for descriptive literature

"... it had to satisfy Fairchild first"

FAIRCHILD
Sound Equipment Division
AERIAL CAMERA CORPORATION
88-06 Van Wyck Boulevard, Jamaica, L. I., N. Y.

James A. Shaw Is Named As New CFCF Manager

JAMES A. SHAW, since 1931 with CFCF, Montreal, on Aug. 28 was appointed manager of that station, succeeding Victor F. Neilsen, who has resigned to become general manager of the James Richardson & Sons stations in western Canada—CJRC, Winnipeg, and CJRM, Regina. The appointment was announced by Reginald M. Brophy, general manager of the Canadian Marconi Co., operator of the station, and former station relations manager. Mr. Shaw entered radio as an announcer and later was made program director of CFCF. He is a graduate of Montreal schools and during the war was a member of the Seige Artillery. He has long been identified with Canadian Theatre movements.

Mr. Shaw

IRNA Eyes Dempsey for Post

(*Continued from page 13*)

laws and a plan of operation to be considered at a future general meeting.

The proposal to be presented to the IRNA convention will encompass suggested by-laws for the establishment of the permanent organization together with a scale of proposed dues with which it could defray its expenses. IRNA has been a component of the NAB, drawing from the trade association funds to cover its ordinary expenses.

When IRNA was originally organized for the negotiation of contracts with the American Federation of Musicians, affiliated stations were assessed to pay the costs. Many independent owners of network affiliated stations felt they must have their own organization to negotiate with the networks on contractual matters, particularly compensation provisions and program policies. Elimination of "free rider" network spot announcements and of network chain break announcements by advertisers, for which stations do not receive compensation, are among the major problems, along with clearance of copyrighted music at the source.

It is felt by some broadcasters that only through a separate organization can this work be carried on successfully. While collaborating with the NAB on broad industry problems, the view is advanced that IRNA, with propriety, cannot use NAB funds, since networks themselves are heavy contributors to the national trade association.

Because IRNA has not yet been permanently established and because setting up an organization with dues-paying members must be voted on at the convention, it was indicated that the conversations with Mr. Dempsey were of a preliminary nature. Mr. Dempsey's selection, if he should be found receptive, unquestionably would prove popular, since he has established an excellent reputation during his incumbency as FCC general counsel and in his supervisory handling of the FCC's network-monopoly inquiry.

Thought has been given in a preliminary way to an IRNA budget of between $30,000 and $40,000 per year to carry on the projected work. The work of the executive would primarily be that of negotiation and bargaining with the major networks. The preliminary suggestion advanced in connection with assessment of dues among IRNA members was that of payment to the organization of 10% of the amounts now paid to the NAB, while non-members of NAB might pay the equivalent of 25%. Some 360 stations affiliated with the major networks have been invited to the Chicago convention.

The IRNA Committee

Members of the IRNA committee handling the reorganization, in addition to Chairman Rosenbaum and Mr. Church, are H. K. Carpenter, WHK; Walter J. Damm, WTMJ; John A. Kennedy, WCHS; Paul Morency, WTIC, and John Shepard 3d., Yankee Network.

The committee, prior to the Chicago convention, will send to all affiliates the proposed by-laws and organization suggestions. A permanent slate of officers also would be elected. Mr. Rosenbaum was re-elected chairman at the Atlantic City meeting, to serve until reorganization is effected.

Mr. Dempsey is credited with many reforms in FCC procedure since he assumed the general counselship last October, succeeding Hampson Gary. He joined the Commission in October, 1937, as legal advisor to Chairman Frank R. McNinch, who at that time assumed the FCC's helm. He left a post as assistant general counsel of the Federal Power Commission, which Mr. McNinch had headed, to join the FCC.

Despite his youth, Mr. Dempsey has had some seven years experience as a Government attorney and is highly regarded in Federal legal circles. He was named special counsel for the Network-Monopoly Inquiry which began last fall and continued through April. While his background in Government legal work had been in the power field, he quickly assimilated a knowledge of radio and communications and promptly recommended changes in FCC procedure which have tended to expedite handling of cases and eliminate legal practices which long had been subjected to criticism.

APPLICATION was made Aug. 28 in the New York Supreme Court by Leo Linder for examination before trial of Phillips Carlin, NBC director of sustaining programs, in connection with the $25,000 suit brought by Linder against NBC. Plaintiff claims breach of contract whereby NBC agreed to pay him for an idea submitted in January, 1938, and later used, according to Linder, on the *Hall of Fame* program on NBC.

INDIANA'S "BRIGHT SPOT"
WOWO AIREA
A "STATE WITHIN A STATE"—reached completely and economically — only by using Indiana's largest advertising medium — Radio Station WOWO. There's an interesting story in our new folder —yours for the asking.
WESTINGHOUSE RADIO STATIONS, Inc.
IT ISN'T COMPLETE WITHOUT IT!
WOWO
FORT WAYNE, INDIANA
10,000 Watts; 1160 Kc.
NBC Basic Blue Network
Free and Peters, Inc., National Representatives
INDIANA'S MOST POWERFUL RADIO STATION

Associated Oil Reaches Agreement With NBC on Pacific Coast Football

WHAT threatened to be an open break between Tidewater Associated Oil Co., Associated Division, and Western Division of NBC, due to differences of opinion as to football broadcasts, has been patched and NBC again will broadcast the games this season, sponsored by Associated, according to Harold Deal, advertising director of the oil company in San Francisco.

Some weeks ago Don E. Gilman, NBC Pacific vice-president, had said NBC would not carry Associated games this season, because the oil firm insisted the network tie up its facilities for the broadcasting of games which in many cases were of no consequence in other territories served.

The oil company, Mr. Gilman had stated, would ask the network to tie up either the Red or the Blue to broadcast a game from a remote section, which might be heard on only one or two stations. The other network stations would then be compelled to fill with other programs, which would be costly either to the NBC owned stations or their affiliates.

According to Mr. Deal these matters have been satisfactorily ironed out and NBC will air the games, along with stations of the other two nets—CBS and Mutual, as well as a score or more independents.

The schedule is being now prepared, according to Mr. Deal, and contracts have been sent networks and stations. It was understood Associated would spend approximately the same amount as last year, reputedly $250,000.

Associated is using time signals on KHBC, Hilo, Hawaii. Lord & Thomas, San Francisco, is agency.

Football Plans

(*Continued from page 14*)

22; Brooklyn at Ebbets Field, N. Y., Oct. 29; Detroit at Detroit, Nov. 5; Chicago at Polo Grounds, Nov. 12; Pittsburgh at Polo Grounds, Nov. 19; Brooklyn at Polo Grounds, Nov. 26, and Washington at Polo Grounds, Dec. 3.

WHN, New York, starts its broadcasts of the 10-game Brooklyn Dodgers schedule Sept. 14, also under sponsorship of General Mills. The Dodgers schedule follows:

Pittsburgh at Brooklyn, Sept. 14; Cleveland at Brooklyn, Sept. 20; Philadelphia at Philadelphia, Oct. 1; Washington at Washington, Oct. 8; Philadelphia at Brooklyn, Oct. 22; New York at Brooklyn, Oct. 29; Pittsburgh at Pittsburgh, Nov. 5; Washington at Brooklyn, Nov. 12; Green Bay at Brooklyn, Nov. 19, and New York at New York, Nov. 26.

Announcing Cleveland Rams games this fall, under General Mills sponsorship, will be Bob Kelly and Franklin Lewis. Games were sponsored in previous years by Standard Oil of Ohio.

Wadhams Oil Co. enters its 11th consecutive year of football broadcasts on WTMJ, covering Wisconsin U. and Green Bay Packers games. Russ Winnie and Bob Heiss will announce. Harry Stuhldreher, Wisconsin coach, will be sponsored on three weekly WTMJ football talks.

Ford Dealers Assn. of Kansas City will sponsor nine college football games this fall on KMBC, Kansas City. McCann-Erickson, Chicago, placed the business.

WHBQ, Memphis, will cover 55 college and high school games, with the local Coca Cola bottling company as sponsor. Bob Alburty and Bert Ferguson will announce. Electric scoreboards are being erected at stadiums and the sponsor will give other scores from sound trucks. Ferguson also will give nightly grid commentaries.

Congress Cigar Co., New York, will present Ed Thorgersen in a Mutual network football commentary on 22 stations. The series runs from Sept. 30 to Dec. 2.

Cities Service Co., New York (gas, oil), on Sept. 29 again presents Grantland Rice's football talks for ten weeks on the *Cities Service Concert* program, heard on NBC-Red Fridays 8-9 p.m. Lord & Thomas, New York, is agency.

TWENTY sponsors participated in broadcasts of KSRO, Santa Rosa, Cal., from the Sonoma County Fair. Coverage was by (l to r) Wilt Gunzendorfer, manager, and Gil Laing, special events chief.

Folger on Coast

J. A. FOLGER & Co., San Francisco, (coffee) previous user of radio time over 20 Pacific Coast stations, starts *Today's Best Buys*, five-minute live show thrice-weekly for 14 weeks beginning Sept. 11, on KERN KGHL KMJ KFOX KMED KLX KOY KROY KDYL KGB KQW KSRO KHQ KWG KIDO KIT KMO KHSL KVCV. On Sept. 30 the firm begins a series of 15-minute live shows titled *Tonight's Best Buys* on KOIN and KSFO. The new station alignment will not affect the present KNX program. Raymond R. Morgan Co., Los Angeles, serviced the account.

CBS on Sept. 4 will add six more periods available for sponsorship to Phil Cook's *Morning Almanac* program now heard daily from 7 to 7::45 a. m. on WABC, New York. New period will be Mondays through Saturdays, from 8:15 to 8:30 a. m.

In WSAI WE'RE ALL GRINNING

EVERYBODY in WSAI is smiling. No wonder: In Cincinnati, changes have recently come thick and fast. Every change has operated as a boost. And WSAI has wound up with:

NBC-RED AND BLUE

96 MORE NETWORK QUARTER HOURS.

MORE LOCAL AND NATIONAL SPOT THAN ANY OTHER LOCAL NETWORK STATION!

FOR SPONSORS the new situation is ideal. With so many fine network and local shows, WSAI's audiences are sure to be tremendous. AND there are just enough availabilities to give you the advantages of fine shows before and after yours!

WSAI "Cincinnati's Own Station" Represented by International Radio Sales
New York - Chicago - Los Angeles - San Francisco

RCA Postpones Fee on Records To December 1

Suit Advocated as Industry Attacks Tribute Plan

(*Continued from page 15*)

petition and perhaps no property right affected.

At the NAB-manufacturer conference, NAB presented its views largely through Neville Miller, NAB president, who was flanked by a committee of seven. RCA, Columbia and Decca each were represented by two or more executives and attorneys.

It was emphatically stated that under the proposed RCA license, licensed stations would be "saved harmless" from any other claims made in connection with performance rights, such as by the artists and the American Federation of Musicians. The NAB position was that if the record manufacturers or the artists claim to have licensing rights those rights should be established in a clear cut test case rather than in a common law proceeding applicable only to the jurisdiction in which it was tried and then in an extreme case.

Smaller Stations Hit

It was pointed out further that the smaller stations would be the hardest hit, since network affiliates have full schedules of sustaining service available to them and could entirely forego use of records. Thus, the RCA proposal would strike at stations least able to pay. It was estimated the average small station would be called upon, under the proposed RCA schedule, to pay approximately $167 per month. That would be exclusive of license fees which might be requested by Decca, Columbia and probably other recording companies.

At the New York meeting, NAB representatives in addition to President Miller were John Elmer, WCBM, Baltimore; John Shepard 3d, Yankee Network; Alexander Dannenbaum Jr., WDAS, Philadelphia; Walter Damm, WTMJ, Milwaukee; Clair McCollough, WGAL, Lancaster; William S. Pote, WMEX, Boston; Roger W. Clipp, WFIL, Philadelphia. Edwin M. Spence, NAB secretary-treasurer, and Andrew W. Bennett, NAB counsel, also were present.

At the sessions RCA was represented, among others, by its counsel, David Mackay and Lawrence Morris, while CBS had present W. A. Wallerstein, president, Ralph C. Colin, general counsel, and Sydney M. Kaye, Mr. Colin's partner, and NAB special counsel on the ASCAP proposition. Decca was represented by Jack Kapp, president, and Milton Diamond, general manager. Both the CBS and Decca positions were that they were studying the whole situation and would announce their procedure later.

It is reported Decca has in mind a revolutionary variation from the flat license fee plan and is inclined toward a method under which an exclusive station will be designed in each locality. Its idea is to place a "talent cost" on its records, to be paid by the advertiser and shared with the station, according to these reports.

Throughout the discussion broadcasters sought to emphasize the weakness of the record company position on license fee demands based on the inferior court ruling applicable only to specific jurisdiction. For example, it was pointed out that both North Carolina and South Carolina Legislatures, at their last sessions, enacted laws prohibiting performing rights payments to record manufacturers or performing artists. These steps were taken in anticipation of developments. Legislation of a similar nature might well be enacted by other States, it was pointed out.

Typical of the reaction of independent station operators to the RCA proposal was a letter Aug. 19 from Raymond B. Bottom, president of WGH, New Port News, and a local newspaper publisher.

Writing directly to RCA Mfg. Co., he said the licensing arrangement would work a hardship upon small stations and would "set back the industry as a whole in a way that will reflect no credit upon you or upon your judgment on factors affecting the operating end of the small stations." He said the move would tend still further "to establish a monopoly controlled by the dominant interests in the industry, by the chains and larger stations.

Pointing out that 240 stations last year operated at a loss, based on FCC figures, Major Bottom said this group comprises 35% of the commercial stations. With the additional operating costs imposed by the record policy, he said it may be anticipated that many stations would be added to this "red ink group" so that the non-profit making stations might equal 50% or more of the total.

"Your action, thus," Major Bottom continued, "cannot but be harmful to the industry as a whole. Perhaps in the end it would be harmful to you, too, because you sell to the industry essential equipment and accessories other than records. If the ability of 50% of all stations to buy this equipment is lessened by any reason or cause, certainly you suffer, too, in the residual effects."

Major Bottom continued that the RCA action will force a large group of stations to some other alternative and that in his case it would be impossible to go along. Declaring that WGH would do its best to get along without use of Victor records, he said "we will have to explain to our listeners our inability to use them.

"The condition in which the industry finds itself by reason of the inhibitions and coercions incident to the reproduction of recorded musical material is harmful in the extreme. A healthful industry in which elements may operate at a fair profit is best for everybody, equally as much for the manufacturers of equipment as for the operating elements themselves, equally as much for advertisers and for listeners as for the industry itself.

"Your recent action does not contribute to that healthful condition. In the present state of development of the industry and with the present available revenue from advertisers the majority of all stations cannot stand any additions to operating overhead. You have seized upon your ability to impose monopolistic conditions in order to add to your own revenues. I do not believe that such a seizure has ever brought anything but ill will for the wielder of the power. Nobody reacts favorably to coercive, to profiteering, to arbitrary action."

Waring's Stand

Mr. Waring, in his letter to RCA, said the artist has the right to resist unlawful raids upon his property, to restrain unfair competitive acts and to repel "pirates of every variety". Declaring that RCA had never brought a single suit to protect the artist from unauthorized broadcast of its records, Mr. Waring said the company had always taken the position that it had "no power to do so".

"You now walk in blandly and

RADIO AIDS RECORD INDUSTRY

'Fortune' Gives Treatise on Disc Business, Reviewing Growth and Problems

RADIO is awarded credit as an important factor in the rejuvenation of the phonograph record industry in an article published in the September issue of *Fortune*.

Coming at a time when broadcasters are confronted with license fee demands from record manufacturers, the article was prepared prior to this provocative development and made no reference to it. Primary credit for the revival of disc popularity is given to the slot machine phonograph but radio also is credited with the vastly increased consumption of records by individuals.

"Radio assisted by familiarizing everybody with big names and styles of playing enough to make them want to buy discs made by the same talent," the article stated.

More Symphonies

The "juke-boxes" and the individual customers for light music buy 88% or 90% of all records but account for only 70% of dollar sales, the article brings out. The third group responsible for the other 30% of the money were described as "music lovers". In 1916 there were 30 symphony orchestras in America as against nearly 300 now.

"The growth began before radio, but radio deserves much credit for what seems like an amazing change in American cultural standards, and records also aided as they in turn are helped immensely."

The Victor Record Society founded in 1937 by Tom Joyce, RCA Mfg. Co. vice-president and advertising director, had a "particularly salubrious affect" in promoting record sales. Although the *Fortune* article does not bring it out, much of the Society's promotion was through commercial radio time.

The *Fortune* article traces the genesis and development of the record industry from the days of Edison to the present and "from fat to lean and half way back again." The article declares that for its current boom the record industry primarily can thank "juke-boxes, light-and-heavy-music lovers, and technology."

The article estimated that during the first quarter of this century Americans spent more than $2,000,000,000 for records and phonographs, but in the late '20s sales began to slump so swiftly that in 1932 and 1933 with record sales down to 10,000,000 annually, many manufacturers felt the industry was suffering a "final collapse" and would die within another year. From this low spot sales gradually increased until 1938 when production went up to 33,000,000 with 1939 production expected to exceed 50,000,000 records.

Record production is concentrated in the "big three" — RCA Victor, Columbia and Decca. These are the three manufacturers currently involved in the station licensing plan the article continues, RCA already having announced its proposed license contract to become effective Oct. 1. CBS last year purchased American Record Co. for $700,000 and has changed its name to Columbia Recording Corp. Victor is in first place in record sales with Decca second, though "a revised Columbia is threatening to overtake it," *Fortune* states.

The article estimated there are some 200,000 slot machine phonographs in use which will use an estimated 30,000,000 discs in 1939.

In 1938, according to *Fortune*, U. S. volume was about 33,000,000 records, representing retail sales of some $18,000,000 and manufacturers' gross of over $9,000,000. If 1939 rate of acceleration continues, the figure may be 60,000,000 records selling to the public for about $35,000,000.

Contrasting the "megaphone" days of Caruso with the present electrical recording technique, the article states that quality and fidelity of reproduction have increased from a range of 350 to 3000 cycles to 30 to 10,000 cycles.

IN HIS DAD'S footsteps trods Bunny Boy Lochman, son of KMBC's baseball announcer, Walt Lochman. Bunny broadcast during a Kansas City game last year and returned to his dad's side this summer by popular demand.

supererogate to yourselves the labors of these artists. Today you plan to license the use of records for broadcasting and later you will no doubt extend your efforts into further fields. You would have these records played indiscriminately when you will, how you will, and as often as you will. You say you will pay the artist something, but whether you will, or how much, if anything, is to depend on your own regal whim. The artist is not consulted.

"Whatever rights you may have can in no way be used so as to constitute unfair competition with the artist. We question your right to issue licenses; we protest against your assumption of this right; and we will legally resist your efforts in this direction."

Maurice J. Speiser, NAPA general counsel, in a letter to broadcasters, emphasized that NAPA had never authorized any record manufacturer to license records embodying the renditions of its members for broadcasting or any other commercial use. Use of these records without a license obtained from NAPA, he said, "will be entirely at your own risk. Any invasion of our rights, or the rights of our artist members, will be dealt with to the highest extent of the law."

Mr. Speiser claimed the artist has a common law property right in his renditions and interpretations which cannot be violated without his consent; that he has a legal right to be free from unfair competition and that the unorthodox use of phonograph records in broadcasting is a violation of these rights. Reference was made to the Waring-WDAS case in Philadelphia, the Waring-WMFD case in North Carolina, and the Whiteman-WNEW case.

NAPA in the light of the new actions, apparently is seeking to align law firms in various States to represent it. While the organization has been in existence for several years, it has never made appreciable headway. By retaining lawyers in various jurisdictions, it is presumed that it is seeking to mould an organization along the lines of ASCAP, which operates through branch law offices on a large scale.

Canadians Plan to Reduce Recordings; Delay Asked in 10% Election Charge

By JAMES MONTAGNES

IN VIEW of a possible charge for the use of phonograph records, Canadian broadcasters have decided to minimize the use of such records and if possible to replace them entirely with transcriptions. The action was taken at an emergency meeting Aug. 17 of the eastern section of the Canadian Broadcasters Assn. at Montreal.

The meeting was called to discuss a letter circulated among Canadian broadcasters by the Decca Co., regarding possibility that company may charge for the use of the records. The meeting also was called to discuss the Canadian Broadcasting Corp.'s subsidiary network policy [BROADCASTING, July 15] and the subsequent regulation that the CBC would charge 10% commission on network programs obtained for the private stations, which can now be handled only through CBC [see page 74].

Canadian broadcasters must work out their own problem on recordings, it is understood, although they are in close touch with the NAB. Because of different copyright laws, in the United States and Canada, the two broadcasters' organizations cannot work as one on any music problems.

That the meeting was deemed of great importance to Canadian broadcasters is shown by the attendance of most Ontario and Quebec broadcasters. Neither the CAB nor the CBC are discussing the meeting and its possible results in detail, leaving the final results to be obtained from further meetings to tell the story. The CBC was represented at the last minute by Horace Stovin, station relations director, whose Canada-wide tour to discuss the new CBC network policy was cut short after he visited Vancouver and the convention of western broadcasters there in early August.

Attending the emergency meeting which was presided over by Harry Sedgwick, CFRB, Toronto, president of the CAB, were Paul Lepage, CKCV, Quebec; Alex Dupont and M. Farren, CKCH, Hull, Que.; James Annand, CFRC, Kingston, Ont.; E. T. Sandell, CKTB, St. Catherines, Ont.; Dr. G. M. Geldert, CKCO, Ottawa; P. Elliott and V. Nielsen, CFCF, Montreal; G. A. Lavoie, CJBR, Rimouski, Que.; J. E. Campeau, CKLW, Windsor, Ont.; L. F. Knight, CFLC, Prescott, Ont.; L. W. Bewick, CHSJ, St. John, N. B.; J. N. Thivierge, CHRC, Quebec; F. M. Squires, CJCS, Stratford, Ont.; Phil Lalonde, CKAC, Montreal; Dr. Chas. Houde, CHNC, New Carlisle, Que.; M. Lefebvre, CHLP, Montreal; Guy Herbert, All-Canada Radio Facilities Ltd., Toronto, representing CKOC, Hamilton, CJKL, Kirkland Lake, CKGB, Timmins, CFCH, North Bay, Ont.; Don Copeland, Dominion Broadcasting Co., Toronto; Vic George, Whitehall Broadcasting Ltd., Montreal; Joseph H. McGillvra, New York; Bill Wright, Toronto office, and Lovell Mickells, Montreal office, Joseph H. McGillvra; Arthur Evans, secretary-treasurer, CAB, Toronto; Joseph Sedgwick, solicitor, CAB, Toronto.

Steelmaker Honors

THE Musical Steelmakers and the entire cast of WGN and the Mutual *It's Wheeling Steel* program will be honored Sept. 12 by the City of Wheeling. The day has been declared Wheeling Steelmakers Day by the city council and a parade is planned, along with a park celebration. Employes of Wheeling Steel plants will attend the celebration.

WSKB, McComb, Miss., Makes Its Formal Debut

WSKB, McComb, Miss., has begun operation as a daytime station on 1200 kilocycles under the managership of George Blumenstock and technical supervision of Robert Louis Sanders. According to an announcement by Mr. Blumenstock, WSKB utilizes a staff of 15. It has purchased full U.P. teletype service and WBS transcription library. Five acoustically treated studios are housed in the McColgan Hotel. Its transmitter building is brick and stucco, of modern design.

1,000,000 HOUSEWIVES ARE GRATEFUL . . . and we can prove it!

"KEEP FIT TO MUSIC, WITH WALLACE" . . . now available, running nationally in 41 key markets.

It's been on the air continuously for the last 2½ years building an audience of loyal followers.

We have plenty of proof!

For particulars phone, write or wire:

RAY LINTON

Personal Representative

360 N. Michigan Ave. • Chicago • Franklin 1008

Newsmen Abroad Retain Sponsors

Kaltenborn and Baukhage Are Heard From Crisis Scenes

WHILE to many network advertisers radio's thorough and immediate coverage of the happenings in Europe during the past ten days has meant last-minute cancellations of programs for special broadcasts or interruptions for bulletins, for two sponsors the August crisis has produced larger and more interested audiences.

For H. V. Kaltenborn, whose twice-weekly periods of comments on the news on CBS are sponsored by Pure Oil Co., and H. R. Baukhage, whose political observations form part of the Palmer Bros. *Four Star News* programs on NBC on Sundays, both carried out their commercial commitments from Europe.

Came the Crisis!

Neither advertiser, of course, foresaw the coming of the crisis in arranging his program. Pure Oil, however, had arranged with Kaltenborn in advance for him to broadcast from Europe during his planned visit, so the fact that his trip coincided with the war scare was merely a lucky break that gave his broadcasts added news interest without disturbing his schedule. Chief change in his plans was that he spent more time in London, from which he broadcast daily summaries of developments for CBS listeners, and less time on the continent than he had expected. His most notable continental venture was a ten-hour flight over Germany. As BROADCASTING went to press Kaltenborn was expected to follow his original plan of leaving England aboard the *Clipper* Aug. 30, arriving in New York next day.

Baukhage's European junket, however, came as a complete surprise both to himself and his sponsor. On Aug. 20 he made his first appearance on the program's initial broadcast from Washington, according to schedule, and left immediately afterwards for a week's vacation from his duties as NBC's Washington commentator. On Monday he was abruptly summoned back to Washington, arriving in the studio just 50 seconds before he went on the air for a two-way discussion of the Russo-German non-aggression pact with William Hillman, INS correspondent in London. On Thursday, Aug. 24, Baukhage found himself on the *Dixie Clipper* Europe-bound to join NBC's European staff for the duration of the crisis, and the following Sunday, Aug. 27, his part in the Palmer program came from Basle, Switzerland. Baukhage, who received a part of his education in Europe and who served as an AP correspondent abroad before joining NBC five years ago as Washington commentator on the *Farm & Home Hour*, will remain in Europe indefinitely and will continue to do his weekly sponsored program from whatever city he is located on Sundays, in addition to his assignment as a roving reporter for NBC.

Pure Oil Co. series, *Kaltenborn Edits the News*, is handled by Leo Burnett Co., Chicago. Palmer Bros. Co. program, which advertises the sponsor's mattresses, is placed by Tucker Wayne & Co., Atlanta.

New Call Letters and Log of International Broadcasting Stations Of the United States

(Revised by FCC as of Sept. 1, 1939)

Call Letters	Licensee and Location	Frequencies in Kilocycles	Power in Watts
WCBI[1]	Chicago Federation of Labor *Transmitter:* York Township, Ill.	6080, 11830, 17780	500
*W2XE[2]	Columbia Broadcasting System *Transmitter:* Near Wayne, N. J.	6120, 6170, 9650 11830, 15270, 17830, 21570	10,000
WLWU[3]	The Crosley Corp. *Transmitter:* Mason, O.	6060, 9950, 11870 15270, 17760, 21650	10,000 CP50,000
WGEA[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	9550, 15330, 21500	25,000
WGEU[4]	General Electric Co. *Transmitter:* S. Schenectady, N. Y.	6190, 9530, 21590	100,000
KGEI[4]	General Electric Co. *Transmitter:* San Francisco, Cal.	6190, 9530, 15330	20,000
WDJM[5]	Isle of Dreams Broadcasting Corp. *Transmitter:* Miami, Fla.	6040	5,000
WRCA[6]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	9670, 21630	35,000
WNBI[7]	National Broadcasting Co. *Transmitter:* Bound Brook, N. J.	6100, 17780	35,000
WCAB[8]	WCAU Broadcasting Co. *Transmitter:* Newtown Square, Pa.	6060, 9590, 15270 21520, 25725	10,000
WBOS[9]	Westinghouse E. & M. Co. *Transmitter:* Millis, Mass.	9570	10,000
WPIT[10]	Westinghouse E. & M. Co. *Transmitter:* Saxonburg, Pa.	6140, 9570, 11870 15210, 17780, 21540	40,000
WSLA	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	6040, 11730, 11790 15130, 15250, 21460	20,000
WSLR	World Wide Broadcasting Corp. *Transmitter:* Boston, Mass.	11730, 15130, 25600	20,000

[1] Also licensee of WCFL, Chicago.
[2] Also licensee of WABC, New York City.
[3] Also licensee of WLW and WSAI, Cincinnati.
[4] Also owner of WGY, Schenectady, and KGO, San Francisco.
[5] Also licensee of WIOD, Miami.
[6] Also licensee of WJZ, New York City.
[7] Also licensee of WJZ, New York City.
[8] Also licensee of WCAU, Philadelphia.
[9] Also owner of WBZ-WBZA, Boston-Springfield.
[10] Also owner of KDKA, Pittsburgh.
CP—Construction permit only.

* New call not yet assigned.

Radio During Crisis

(*Continued from page 18*)

about five minutes each, it is easy to see that the total will be no small sum.

Following the Czech crisis last September, NBC reported that its refunds to advertisers had amounted to $26,000 and CBS that its refunds had exceeded $20,000. With each network devoting something like five hours a day to covering the present crisis, last year's rebate figures will easily be greatly exceeded this year.

What the total cost of covering the current situation will be to the networks, is anybody's guess. Referring again to that of last fall, NBC estimated its total expenses at $72,000, CBS at $95,000 and MBS at $3,000, all figures bound to be surpassed this year if they are not already.

Feeding Other Stations

NBC on Aug. 24 fed the plea for peace broadcast by Pope Pius XII to three independent stations in New York—WHN, WMCA and WNYC—and WOR-MBS had arranged to feed the Daladier broadcast on Aug. 25 to WLTH, Brooklyn, until the change in time made this impossible, but these two instances are the only two obeservances of the formerly common practice of the networks making their special features available to non-network stations. All such stations in New York, however, have been reporting and commenting on the crisis in considerable detail. WMCA has put its news department on 24-hour duty and broadcasts frequent roundups of world news and commentaries by Johannes Steel. WNEW, on the air all night with recorded music, broadcasts INS bulletins around the clock.

WNYC, municipally owned station, condenses each hour's news into a three to five-minute program, broadcast on the hour, in addition to its four regular quarter-hour news periods. This station also presents an interpretative summary of the news each evening, broadcast by members of the research staff of the Foreign Policy Association. George Hamilton Combs Jr., commentator at WHN, is staying at the station from sign-on to sign-off, to summarize and analyze the news for his listeners. WHOM, in addition to its regular news commentary periods in six languages, has started a daily series by Peter Yolles, managing editor of the Polish newspaper, *Nowy Swiat*, dealing especially with the crisis. Dr. Bernhard Kamnitzer, former finance minister of Danzig, Norman Thomas and other name speakers are featured in a nightly series on the situation on WEVD, in addition to the daily broadcasts of Bryce Oliver, station's regular commentator.

Notables Speak on Networks

Among notables invited to speak before the microphones of the respective networks during the crisis were:

NBC: Edouard Herriott, ex-Premier of France (Paris); Jacques Keyser, vice-president, Socialist Party (Paris); Lord Maugham, Lord High Commissioner, British House of Lords (London); Alfred Duff-Cooper, former British War Minster (London); Winston Churchill, former British First Lord of Admiralty (London); Anthony Eden, former British Foreign Secretary (London); Pierre Flandin, former Premier of France (Paris); Hugh Gibson, former U. S. Ambassador to Belgium (London, Paris, Brussels); King Leopold of Belgium (Brussels); Queen Geraldine of Albania (Paris); Count Jersi Potocki, Polish Ambassador to U. S. (Washington); Earl Browder, Secretary of Communist Party (New York); Pope Pius XII (Vatican City).

CBS: Pope Pius XII (Vatican City); Lord Halifax, British Foreign Secretary (London); Premier Daladier of France (Paris); Lord Snell, Opposition Leader, House of Lords (London); Sir Archibald Sinclair, British Liberal Leader (London); Maj. R. Ernest Dupuy, U. S. Army (New York); Dr. James T. Shotwell, Columbia University (New York); Rev. Robert I. Gannon, president, Fordham University (New York); H. G. Wells, author (London).

MBS: Pope Pius XII (Vatican City); Lord Halifax, British Foreign Secretary (London); Premier Daladier of France (Paris); Capt. Eddie Rickenbacker, World War ace (New York); Prince Felix of Luxembourg (New York).

Sets in Buses

BUSES of the Joplin Service Co. have been equipped by WMBH, Joplin, Mo., with radio sets fixed-tuned to WMBH and all day long patrons of the transit system hear its programs. Some 10,000 persons a day patronize the buses, spending an average of 40 minutes in them. At least half are on the way to the shopping district.

Shortwaves in Polish

POLISH was added Aug. 29 to the crisis news broadcasts in foreign languages over CBS shortwave stations W2XE and WCAB. The special announcer on Polish programs is Jan Drottojowski. With the addition of Polish, seven languages are now used on these foreign broadcasts — German, French, Italian, Spanish, Portuguese and English. Fourteen foreign speaking announcers are at CBS shortwave microphones during the emergency. W2XE, Wayne, N. J., is beamed continuously to Europe and WCAB, Philadelphia, to South America.

WSLA, international shortwave station operated at Boston by World Wide Broadcasting Corp., and formerly known as W1XAL, has applied to the FCC for authority to move its transmitter to Hatherly Beach, near Scituate, Mass.

BELLINGHAM CASE HEARD BY PORTER

HIGHLIGHTED by allegations of political activity and "a definite editorial policy" on the part of KVOS, Bellingham, Wash., and its owner, Rogan Jones, George B. Porter, FCC assistant general counsel, presided over the 8-day hearing in Bellingham, Aug. 16-24 on the applications of KVOS for a regular license and Bellingham Broadcasting Co. for the facilities of that station.

Climaxing a bitter community fight which has been waging for several years, marked recently by the denial of the application for broadcasting facilities by the *Bellingham Herald*, the proceedings were characterized by accusations of political activity, misplacement and disappearance of funds secured through public subscription, favoritism in alloting time for political broadcasts, and incitement of labor troubles.

Cases Consolidated

At the start of the proceeding, Mr. Porter consolidated for the purpose of hearing the application of Bellingham Broadcasting Co. for a 100-250 watt station on 1200 kc. with that of KVOS, operating with 100 watts on that frequency, for a regular license renewal. L. C. Herndon, inspector in charge of the FCC office in Seattle, accompanied Mr. Porter at the hearing. Frank W. Bixby and Joseph Pemberton acted as counsel for KVOS, with Tim Healy and Robert M. Sherwood representing Bellingham Broadcasting Co. At conclusion of the hearing after a night session Aug. 24, Examiner Porter gave counsel 20 days to prepare suggested findings before the FCC considers the matter.

Knox Gelatin on WGN

CHAS. B. KNOX Gelatin Co., Johnstown, N. Y., on Aug. 21 started a six-week campaign on WGN, Chicago, using three station-break announcements weekly, three weekly participations on June Baker's home management program, and a quarter-hour musical program Sunday evenings. The company also sponsors Bob Elson's sports review thrice weekly on WGN. Kenyon & Eckhardt, New York, is the agency.

HEARING on the application of WHA, University of Wisconsin station at Madison, for 50 kw. on the 670 kc. clear channel now assigned to WMAQ, Chicago, has been set for Nov. 10 by the FCC [see story on page 30].

Committee Call Urges Convention Attendance

AN URGENT CALL to all stations to send duly qualified delegates to the special NAB convention in Chicago Sept. 15 for approval of the campaign against ASCAP was sounded Aug. 30 by the NAB Copyright Negotiating Committee.

Bearing the signatures of seven committee members, the appeal emphasized the urgency of the problem and the necessity of action on the plan [see page 13]. It recounted the history of the recent negotiations with ASCAP and the rebuff received from the Society in declining to appoint a committee to negotiate with broadcasters on drafting of a new contract to succeed those now in force and which expire at the end of next year. Mention was made also of the recent statement by Gene Buck, ASCAP president, in an address in Los Angeles, that broadcasters would be expected to pay costs incurred by ASCAP in defense of legal actions brought against it in state copyright litigation.

The letter bore the signatures of NAB President Neville Miller, NBC President Lenox R. Lohr, CBS Executive Vice-President Edward Klauber, Samuel R. Rosenbaum, president of WFIL, John Elmer, president of WCBM, John Shepard, 3rd, Yankee Network, Walter J. Damm, WTMJ.

Survives Snatchers

CREW of WBAP, Fort Worth, is surrounded by convicts during rehearsal of *Thirty Minutes Behind Prison Walls* at the State Penitentiary. Recently J. E. Maersch, engineer, left his watch on a table in the prison studio for several hours. When he returned, he found this note beside it: "This must be your first trip here."

FCC Motions Sept. 8

THE FCC announced Aug. 29 that the next meeting of its Motions Docket would be held Sept. 8. Hearing of the Motions Docket was suspended during the month of August. In announcing assignments to individual commissioners for September, the Commission designated Commissioner Paul A. Walker to routine broadcast matters.

CALL letters of WCAU's shortwave station WCAI (formerly W3XAU) have been changed again to WCAB because the sound of "WCAI" when pronounced in certain foreign languages is too like that of "WCAE," letters already assigned to the Pittsburgh station.

THE Federal Trade Commission has ordered James Heddon's Sons, Dowagiac, Mich., to cease alleged misrepresentations about the construction of its improved Heddon Pal and other fishing rods.

Mr. Advertiser:
IT'S HARVEST TIME!
KSCJ's four-state coverage represents 296,520 radio families living in the most valuable agricultural and metropolitan market of the northwest.
And REMEMBER...
KSCJ is Your harvest hand in this area.
No other station of equal or greater power is within 75 miles of Sioux City.
KSCJ
AFFILIATED WITH CBS
The JOURNAL
SIOUX CITY, IOWA
SO. DAK.
MINN.
IOWA
NEBR.
Represented by George Hollingbery
C. W. Corkhill, Manager

European Crisis Will Not Upset Broadcast Band

Government Likely to Keep Hands Off in Early Days

(*Continued from Page 11*)

however, the view prevails that prevention of "unneutral" acts can be left largely to the judgment of station managements. Moreover, the fact that a substantial number of radio executives are reserve officers in various branches of the military services, is looked upon favorably since it will foster quick handling of affairs in stations so manned.

The official view is that there is little reason for any greater interference with radio operations generally than with newspapers. Because of the vastly increased number of news broadcasts, direct from the theatre of operations abroad, Government officials themselves, as well as the citizenry by and large, are relying upon radio reports for first-hand information.

President's Broad Powers

Anxiety in some quarters over possible use of the broad powers possessed by the President to commandeer communications in time of national emergency is almost entirely dispelled in Government quarters. Under Section 606 of the Communications Act the President is given broadest possible powers, under which he can suspend or amend all existing regulations governing communications to preserve the neutrality of this country, but responsible officials discount the possibility of any drastic moves. Even if this country should become directly involved in the conflict, which is not believed imminent, it still is felt that radio by the American plan of private operation will be preserved.

The effect of war upon broadcasting as a business is problematical. Obviously, war news will take priority over the air and already has taken precedence over commercial schedules. On the other hand, the increased audience momentum around the clock unquestionably will open new avenues for program sponsorship by virtue of tremendously increased listening.

National advertisers probably would be inclined to alter their sales themes, depending upon the international situation. Greater emphasis might be placed upon institutional and prestige-building programs rather than direct selling because in times of international stress demand for consumer goods usually exceeds the supply. That was the experience during the last war when staple foodstuffs were at a premium and brand-name advertising as a consequence became of secondary importance. At the same time, accounts generally found business soaring and were in a position to maintain or even expand their promotional activities.

Curbs against foreign language programs are seen as possible, if hostilities reach major proportions. In the communications field, it is regarded as a certainty that all code communications will be barred to avoid espionage or "unneutral" activities. With "plain English" to be required on communications, it also is entirely possible that station licensees might be prevailed upon to avoid use of foreign language programs to any great extent, if that course is deemed necessary .

In one high Government quarter, it was stated that because radio today is such an intimate part of the nation's social and economic fabric, the Government would hesitate to upset the existing order. Only stations found guilty of committing overt acts (a development considered highly unlikely) would be subjected to drastic penalties such as revocation of licenses.

No Real Precedent

Because there were no broadcast stations during the World War and few privately-owned communication stations of any character, there is no precedent the Government can follow. Amateur stations were sealed at that time, along with the foreign-owned transoceanic stations, which were commandeered by this country. Many of the American radio "hams" went into the military radio services.

Today, however, there exists a huge communications system, privately owned, covering such services as broadcasting, transoceanic communication, aviation, police, and numerous other operations. It is felt that all these basic structures will be maintained because they have become an essential part of the nation's daily life.

Government surveillance and supervision of these operations would be primarily in the transoceanic field where lurks greatest danger in espionage activities. The Army-Navy Joint Board, collaborating with the State Department, will probably be the high command in handling matters of this nature.

In addition to the military and diplomatic departments, the Federal Bureau of Investigation figures prominently in checking espionage activities, and as a consequence will be in the high councils in connection with communications. The FCC also presumably would be called upon to participate in these activities and unquestionably would intensify its monitoring of all communications to suppress unneutral acts.

To allay any doubt as to the Government's intentions, one important official advised BROADCASTING:

"Broadcasters have nothing to fear. There is no intention whatever to take over broadcast station operations or the operations of any established commercial services. There is no doubt that a greater degree of supervision will be exercised during the period of war and that the President, under the broad powers of Section 606 of the Communications Act, may give various Government agencies added responsibilities for enforcement. But there is no idea of curtailing the commercial operations of broadcast stations."

Short Wave Work

It was pointed out that the communications problem presents somewhat different aspects. For example, frequencies in the band from 4,000 to 25,000 kc., which have international range with low power, must be guarded scrupulously. While foreign vessels, coming into U. S. ports, presumably will have their transmitters sealed to prevent "unneutral" acts, it would be difficult to locate ten-watt "blooper" sets secreted in a drawer in a passenger cabin, which could be used to communicate with belligerents. Thus, international shipping will present a "terriffic job". Unquestionably, radio inspection activities now maintained by branch offices of the FCC would be expanded considerably, and perhaps taken over by or worked in conjunction with other governmental agencies.

It was emphasized that before any restrictions would be placed upon broadcast operations generally, there would have to be provocation. Should espionage activities be discovered in connection with any communications operations, these unquestionably would lead to stringent protective measures. Because broadcast stations operating in the standard band are limited in their coverage more or less to the continent, little danger exists from their use for illicit communication to belligerents. Moreover, the value of these frequencies for the maintenance of neutrality, or even in actual war, is limited, except for domestic propaganda purposes which can be carried on acceptably under normal conditions, with their present private operators.

Officials reiterated what they had stated last year during the Munich crisis — that entertainment, news and the usual broadcast fare would be a desirable respite from war news and at the same time would keep the people at their radios for official emergency proclamations and instructions.

For the guidance of the industry, it was pointed out that as a neutral this country is at peace. Therefore, war measures would not have to be invoked except for concentration on methods of maintaining absolute neutrality. The Government, as a protective measure, might send out instructions to all stations putting them on notice against possible unneutral acts. It is possible, too, that a policy would be established as to how best to maintain neutrality.

No Jamming Here

Because the North American continent is isolated from the European theatre of operations, there is little danger of jamming of broadcast transmission in this country through setting up of transmitters on their broadcast frequencies. Only use of tremendous power, perhaps exceeding a million watts on the broadcast frequencies, could cause such blasting from abroad.

On international channels, however, this is possible. Combatant nations unquestionably would try to jam one another's operations. And in continental Europe, where dozens of nations share the same broadcast bands, jamming already has been reported in the effort to blast belligerent transmitters from the air and make their propaganda reports unintelligible. Radio ministries are known to have considered use of ultra-shortwaves for news broadcasts, since their coverage is limited and would not be as susceptible to outside interference.

WAR EMERGENCY–POWERS OF PRESIDENT

BROAD DISCRETIONARY powers are vested in the President under Section 606 (c) of the Communications Act of 1934 in the event of war or emergency. Significantly, while (a) and (b) portions of that section [see BROADCASTING, *1939 Yearbook*] relate to wars in which the United States may be engaged, (c) relates to any war and covers moves that may be taken to preserve the neutrality of this country. The President may shut down or take over any and all radio stations under the powers conferred upon him by (c) but (d) provides for just compensation to be ascertained by the President. The text of Section 606 (c) follows:

> (c) Upon proclamation by the President that there exists war or a threat of war or a state of public peril or disaster or other national emergency, or in order to preserve the neutrality of the United States, the President may suspend or amend, for such time as he may see fit, the rules and regulations applicable to any or all stations within the jurisdiction of the United States as prescribed by the Commission, and may cause the closing of any station for radio communication and the removal therefrom of its apparatus and equipment, or he may authorize the use or control of any such station and/or its apparatus and equipment by any department of the Government under such regulations as he may prescribe, upon just compensation to the owners.

Named Murrow's Aide

TENSION in Europe and the increasing schedule of relays from the networks' representatives there led CBS on Aug. 22 to appoint Eric Sevareid, city editor of the *Paris Herald*, as assistant to Edward R. Murrow, director of the network's European staff. He will work out of London. Although only 29, Mr. Sevareid, a graduate of the University of Minnesota, was for three years with the *Minneapolis Journal* before he went abroad in 1936 to study at the London School of Economics.

'Magic Key' Discontinues Sept. 18

RCA MFG. Co., Camden, will discontinue *Magic Key of RCA* following the broadcast of Sept. 18. Program, for several years broadcast Sunday afternoons on NBC's Blue network, was scheduled to be dropped in the late spring, but instead was shifted to a Monday evening hour, 9-10, on the same network. No future plans for radio advertising have been announced, although in the spring it was stated that a different type of program, with a direct sales appeal in contrast to the *Magic Key's* purely institutional nature, might be substituted. Program was placed direct.

SECOND in the series of prizefights to be sponsored this fall on NBC-Blue by Adam Hats will be the Sept. 7 bout between Tony Galento and Lou Nova at Municipal Stadium in Philadelphia. Sam Taub and Bill Stern will cover the event.

An Open Letter Of THANKS

To The Fourth Estate!

The National Broadcasting Company takes this opportunity, publicly, to express sincere thanks to The Associated Press, International News Service and the United Press ... to the American press generally ... and particularly to those foreign correspondents whose brilliant eye-witness descriptions and on-the-spot summaries, broadcast over NBC's coast-to-coast Networks have kept their fellow countrymen accurately informed about the rapidly shifting crisis overseas.

With each succeeding day, the press of America has added fresh laurels to the already high standards of journalism in the United States through its impartial, accurate and swift coverage of events abroad.

By broadcasting news bulletins, interviews with key statesmen, speeches of government leaders, and interpretive comments by newspaper correspondents, both from at home and abroad, NBC has sought to maintain the highest tradition of the American System of Broadcasting.

LR Lohr

President
National Broadcasting Co Inc

August 31, 1939

JOHN BLAIR & CO., Representative

War Chest for ASCAP Fight

(Continued from Page 13)

gram clearance at the source. There has been no final, public commitment of the latter from the networks, though they have stated they will go along with any "united front" industry plan.

Meanwhile, except for a Pacific Coast blast by ASCAP President Gene Buck, declaring ASCAP was ready for the NAB "war", the battle of press releases of a fortnight ago has stopped. No further conversations with ASCAP officials have been held since the "snub" of Aug. 3, when only ASCAP general manager John G. Paine showed up for a conference with the NAB negotiating committee, saying he had nothing to offer. ASCAP obviously is waiting for the outcome of the special convention, before making another move.

Consideration of the code compliance provisions, while dwarfed somewhat by the music problems, nevertheless will evoke lively debate at the convention. Many stations are not satisfied with the rigid requirements, under which they would voluntarily agree to reject many types of accounts. But the fact that the code was adopted by the Atlantic City convention by an overwhelming six-to-one vote, even though a substantial number of delegates did not vote, places the industry on record in its favor.

Code Compliance

The convention authorized the incoming board to devise compliance and enforcement methods, perhaps as knotty a problem as drafting the code itself. Several plans have been advanced to the executive committee, but flaws were found in each. The board will be called upon at the Sept. 13 meeting to evolve the final proposal to be submitted to the membership. It is expected that a "compliance director", who would become the repository for complaints, will be authorized, with an office at NAB headquarters in Washington. In whatever machinery is set up, the board of directors unquestionably will be the appellate board.

A proposed plan under which district directors might serve as "regional" officers for enforcement was found faulty in that active broadcasters would be in the position of sitting in judgment over competitors. The original penalty idea of warning, then public notice, and finally expulsion from NAB membership for wilful code infractions, has not been altered, though it may be by the board prior to the convention.

Invitations for the convention were sent Aug. 25 to the entire roster of some 750 stations licensed, or authorized, by the NAB. The NAB membership totals about 420. Code as well as copyright apply to all stations alike, and the industry-wide call was decided upon for that reason.

The opening gavel will be at 10 a. m. at the Palmer House, centrally located hostelry which was selected in lieu of the suburban Edgewater Beach, which had been designated at the time of the special convention call. The notice recited that the convention was for the purpose of considering "the various problems arising out of the performance of music by broadcasters", which is sufficiently broad to cover the phonograph record matter, along with AFM, and "to consider the subject of the NAB Code of Ethics".

Group Meetings Panned

Independent Radio Network Affiliates has called a convention of its members at the Palmer House for Sept. 14 at which time plans for the establishment of a permanent organization will be considered. [see page 13].

National Independent Broadcasters, embattled over the phonograph record licensing proposals, has scheduled a meeting on Sept. 14 at the Palmer House. Called by Lloyd C. Thomas and Harold A. Lafount, executives of NIB, the group may consider further plans for setting up a more or less permanent organization.

John Elmer, last industry president of the NAB and representative of independent stations by virtue of his operation of the local WCBM in Baltimore, is expected to lead the debate on the independent viewpoint both apropos copyright and the phonograph record situation. Mr. Elmer, in the ASCAP and recorder negotiations, served notice he proposed to tell the whole story in unvarnished terms to the convention.

Mark Ethridge, prime mover in both IRNA and the NAB reorganization and temporary president of NAB prior to Mr. Miller's assumption of office last year, will attend the convention. Absent from the Atlantic City meeting because of illness, Mr. Ethridge unquestionably will participate significantly in the deliberations.

Practically the entire NAB headquarters staff, headed by President Miller, was in New York from Aug. 22 through Aug. 24 for the series of meetings. Executive committee members present for the copyright, code and phonograph record discussions were John Elmer, WCBM, Baltimore; Herb Hollister, KANS, Wichita; John A. Kennedy, WCHS, Charleston; Paul W. Morency, WTIC, Hartford, and Harry C. Wilder, WSYR, Syracuse. The sixth member, Edwin W. Craig, WSM, Nashville, was unable to attend.

The Copyright Negotiating Committee, on the scene for the deliberations, included NBC President Lenox R. Lohr; CBS Executive Vice-President Edward Klauber; Samuel R. Rosenbaum, WFIL; President Miller and Mr. Elmer. John Shepard 3d, Yankee Network president, representing regional stations, and Walter J. Damm, WTMJ managing director, on behalf of local stations, also took part in the discussions with the executive committee.

ATTENDANCE at Chicago's Eighth Street Theatre for the *WLS National Barn Dance* passed the 800,000 mark Aug. 26, the total during the seven years WLS has aired the show publicly. Maintaining its popularity through the years, the *Barn Dance* played to a packed house Aug. 26 and 500 persons were turned away.

BY GOLLY!-WDAY SAID THIS STUFF WAS LUX-YURY-US!

Imagine a million better-than-average farm people, living in one of the nation's richest sections, served by ONE chain station!

Imagine that, and you have visualized WDAY's audience in the great Red River Valley!

These million people buy the merchandise that's advertised over WDAY because it's the only merchandise they hear about! Wouldn't you like that kind of an "exclusive"? Let us give you ALL the facts!

WDAY, INC.

N. B. C.

Affiliated with the Fargo Forum

FREE and PETERS, INC. NATIONAL REPRESENTATIVES

FARGO N. D.

940 KILOCYCLES
5000 WATTS DAY
1000 WATTS NIGHT

CHNS

THE KEY STATION OF THE MARITIMES

Is as much a part of Halifax as the Citadel Hill.

Located as it is in the Capitol City, it commands the largest near at hand audience in the Maritimes.

ASK JOE WEED
350 Madison Ave.
New York

The NAB • LANG-WORTH *Plan*

for Permanent Copyright Independence

In considering any course of action it is well for Radio to heed the sound advice of "Teddy" Roosevelt:

"Keep your eyes on the stars but remember to keep your feet on the ground".

THE NAB-Lang-Worth Plan is an essential ingredient in the campaign to free radio station operators from the fetters that bind them to the dictates of a monopolistic Copyright Pool.

It was created through the joint efforts of the NAB Bureau of Copyrights and Lang-Worth Feature Programs Inc.

The modus operandi is simple but positive. The field of benefit unlimited. The Plan seeks permanent Copyright Independence through the creation of an abundance of "Tax-Free" music.

Being mindful of the warning, ". . . . but remember to keep your feet on the ground", the Plan divorces theory and speculation in favor of the one method that can guarantee immediate and continuous benefit to every radio station, large or small—*"Tax-Free" music in Transcription form.*

The exploitation of non-ASCAP music is vital to any plan designed to create Radio's own music. Music has value only if used. It is economically and artistically impossible for the average station to aggressively promote Radio's own music with live orchestras *alone.*

Transcriptions are therefore vital to any campaign that demands universal promotion of new music for success, because Transcriptions *are the only universally* usable form of music.

Five years research and production in the non-ASCAP field gives Lang-Worth an unique knowledge and experience shared by no other organization in the world. How Lang-Worth is meeting the specifications set forth in the contract entered into between the NAB Bureau of Copyrights and Lang-Worth as indorsed by the NAB Board of Directors, is fully described in the brochure mailed all broadcasters.

It merits your serious consideration.

LANG-WORTH FEATURE PROGRAMS INC.

420 Madison Avenue New York, N. Y.

WFBG
ALTOONA PENN.
Offers the ONLY complete coverage of the Altoona trading area.
Your message to our large, loyal audience assures greater distribution and increased sales.
INS FULL SERVICE
World Broadcasting System

Munroe Succeeds Witten

PAUL MUNROE, formerly radio director of Lambert & Feasley, New York, has joined Buchanan & Co., New York, as radio director, succeeding Louis A. Witten, who has resigned.

F. A. RICHTER & Co., Brooklyn (proprietaries), on Oct. 1 will start a campaign of 10 to 30 spot announcements weekly in several major markets west to the Mississippi. Station list has not been set, according to H. W. Kastor & Sons, New York, the agency in charge.

Late Personal Notes

FRANK NEUWIRTH, formerly on the advertising staff of the *New York World-Telegram*, and previously advertising director of Wallach's Stores, New York, and copy chief of R. H. Macy & Co., New York, has formed an advertising agency, Frank Neuwirth Adv., at 250 Park Avenue, New York. Telephone is Plaza 5-5320.

RICHARD BUCKLEY, salesman of John Blair & Co., New York, on Aug. 26 became the father of his second child, a girl, born at Lawrence Hospital, Bronxville, N. Y.

HUGH BEVILLE, NBC chief statistician, on Sept. 1 will marry Miss Eleanor Parkhurst Hudson.

JOHN CHURCHILL, chief statistician of CBS, on Aug. 28 married Miss Sophie Boiter at her home in Toronto.

SAMUEL A. HARNED and Frank J. Mahoney, of the New York office of BBDO, and Kenneth W. Ellis, of the Minneapolis office, were elected vice-presidents of the agency at a recent meeting of the BBDO board of directors.

SHELTON YOUNG, who resigned two years ago because of illness, has rejoined the sales department of WJSV, Washington.

ANNE SPENCE, daughter of Edwin M. Spence, NAB secretary-treasurer, and for the last year and a half a member of the NAB secretarial staff, on Aug. 21 became secretary to John H. Barron, Washington consulting engineer with offices in the Earle Bldg., Washington.

J. FRANCIS HARRIS, formerly Tokyo manager of RCA Communications, has been named an RCA vice-president, as of Sept. 1, and upon his return to Takyo after a brief visit in the United States will be in charge of Japan, Manchukuo and China territory. He will headquarter in Tokyo, but the Shangai office, hitherto independent, will come under his supervision.

GEORGE CLARK CHANDLER, president and general manager of CJOR, Vancouver, B. C., on Aug. 17 married Marie Louise Ellingboe of that city.

BOND P. GEDDES, executive vice-president and general manager of the Radio Manufacturers Association, has been elected a member of the board of directors of the American Trade Association Executives, and will serve until 1941. Neville Miller, Edward M. Kirby and Edwin M. Spence of NAB have recently been elected to membership in ATAE.

LEAH FORD, formerly assistant to Lloyd Dennis, program director of WJSV, Washington, has resigned to become the secretary of Commissioner J. Hayden Alldredge, of the Interstate Commerce Commission.

ED BOWERS has resigned from the Chicago office of MBS to open his own radio service organization at 360 N. Michigan Ave.

JACK KNELL, announcer of WEEI, Boston, who gained nationwide recognition for his coverage of the Squalis submarine disaster, has been transferred to the New York CBS announcing Staff.

PROFESSIONAL DIRECTORY

JANSKY & BAILEY
An Organization of
Qualified Radio Engineers
Dedicated to the
SERVICE OF BROADCASTING
National Press Bldg., Wash., D. C.

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STATION LOCATION SURVEYS
CUSTOM BUILT EQUIPMENT
SAINT PAUL, MINNESOTA

A. EARL CULLUM, JR.
Consulting Radio Engineer
2935 North Henderson Avenue
Telephones 3-6039 and 5-2945
DALLAS, TEXAS

HERBERT LEE BLYE
RADIO CONSTRUCTION ENGINEER
THIRTEEN YEARS EXPERIENCE
LIMA OHIO

They Never Miss...
Station owners, managers, sales managers and chief engineers comb every issue of BROADCASTING.

RCA
WORLD WIDE WIRELESS

FREQUENCY MEASURING SERVICE
Many stations find this exact measuring service of great value for routine observation of transmitter performance and for accurately calibrating their own monitors.
MEASUREMENTS WHEN YOU NEED THEM MOST
at any hour every day in the year
R. C. A. COMMUNICATIONS, Inc.
Commercial Department
A RADIO CORPORATION OF AMERICA SERVICE
66 BROAD STREET NEW YORK, N. Y.

CLASSIFIED ADVERTISEMENTS

Help Wanted and Situations Wanted, 7c per word. All other classifications, 12c per word. Minimum charge $1.00. Payable in advance. Count three words for box address. Forms close 25th and 10th of month preceding issues.

Help Wanted

Wanted—Salesmanager to invest in 250 watt station in fast developing Southern market. Box A493, BROADCASTING.

Radio Salesman who is looking for permanent connection wtih progressive station. Write WDWS Champaign, Illinois. References and experience requested.

Situations Wanted

Continuity Writer—University graduate, major in English. Experienced in both continuity and dialogue. Thomas Flynn, 204 Morgan, Collingswood, N. J.

Production Man, ten years' experience, production, programming, promotion, writing. Employed, but wants to make change. Married. Will accept small salary. Box A480, BROADCASTING.

Commercial Operator, radiophone first, telegraph second, available, experienced at KDKA, WLW, licensed since 1924, good references. Irving Davis, 5050 Grayton, Detroit, Mich.

Attention Station Owners: Station manager with real organizing and re-organizing ability accustomed bringing tough ones out of red, offers: higher grosses, real programming, result getting promotions, and profitable merchandising plans, along with efficient management. Sober, industrious, ambitious, personable, forty, married, employed. Box A483, BROADCASTING.

Station Manager. Complete knowledge all phases of radio station operation. Experienced sales-man and announcer. At present successfully managing 100 watt station. Desires change to station near New York City or agency connection therein. Address Box A484, BROADCASTING.

Salesman—Billing $50,000 yearly in small city, desires change: qualified for sales-manager or station manager. Box A485, BROADCASTING.

Situations Wanted (Cont'd.)

Sports Announcer—Handle play-by-play all sports; sport commentary, recordings. Box A486, BROADCASTING.

Position as manager of local or regional station. 14 years in radio. Highest recommendations. Now employed. Thoroughly experienced in sales, programming, and production. Prefer salary & commission. Box A487, BROADCASTING.

Instructor-Announcer—Teach voice, speech, radio arts, commercial announcing, programming, dramatics. References. Box A488, BROADCASTING.

Announcer actor, single man, news narrator and studio utility experience, will go anywhere. References, recordings. Box A489, BROADCASTING.

Certified Public Accountant: 15 years experience. Investigations. Taxes. Master of Laws. Seeks permanent or temporary position. Box A491, BROADCASTING.

Attention Station Executives—To increase business, is that your problem? If so, my 12 years successful sales record in metropolitan areas will interest you. Reasonable salary or drawing account. Age 34. References. Box A492, BROADCASTING.

Experienced Station Manager with outstanding sales record—understands programs and production—knows what it takes to bring tough ones out of red. Address Box A493, BROADCASTING.

For Sale—Equipment

Model M Presto Recorder with 4 A cutting heads, dynamic mic, external speaker. Perfect condition. Reasonable. Box A482, BROADCASTING.

Wanted to Buy

Used vertical heads with turntables, must be in good shape. Box A481, BROADCASTING.

Wanted used Collins, Western Electric or RCA 250 watt transmitter. Please notify Box A490, BROADCASTING.

Network Accounts

All time EDST unless otherwise indicated.

New Business

GENERAL FOODS Corp., New York (Jell-o), on Oct. 8 resumes *Jack Benny*, on NBC Red, Sun., 7-7:30 p. m. (EST). Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Swansdown Cake Flour-Calumet Baking Powder), on Oct. 9 starts *My Son & I* on 60 CBS stations, Mon. thru Fri., 2:45-3 p. m. (EST). Agency: Young & Rubicam, N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City, N. Y. (Cue dentifrice), on Oct. 21 resumes *Gangbusters* on 49 CBS stations, Sat., 8-8:30 p. m. (EST). Agency: Benton & Bowles, N. Y.

GENERAL FOODS Corp., New York (Grape Nuts), on Oct. 6 resumes *Kate Smith Hour* on CBS Fri., 8-9 (EST). Agency: Young & Rubicam, N. Y.

GENERAL FOODS Corp., New York (Calumet Baking Powder, Swansdown Cake Flour, Diamond Crystal Salt), on Oct. 9 resumes Kate Smith's *Noonday Chats* on 63 CBS stations, Mon. thru Fri., 12-12:15 p. m. (EST). Agency: Young & Rubicam, N. Y.

PEPSODENT Co., Chicago, (toothpaste), on Sept. 26 resumes *Bob Hope* on 55 NBC-Red stations, Tues., 10-10:30 p. m. (EST). Agency: Lord & Thomas, Chicago.

STANDARD BRANDS, New York (Royal Desserts), on Oct. 5 starts *Those We Love* on 51 NBC-Red stations, Thurs., 8:30-9 p. m. (EST). Agency: J. Walter Thompson Co., N. Y.

COLGATE-PALMOLIVE-PEET Co., Jersey City (Cashmere Bouquet) on Oct. 7 starts *Wayne King* on 49 CBS stations, Sat., 8:30-9 p. m. (EST). Agency: Benton & Bowles, Chicago.

CHESEBROUGH MFG. Co., New York (vaseline products), on Nov. 1 resumes *Dr. Christian* on 59 CBS stations, Wed., 10-10:30 p. m. (EST). Agency: McCann-Erickson, N. Y.

GORDON BAKING Co., Detroit (Silvercup Bread), on Oct. 2 starts *One of the Finest* on 3 NBC-Blue stations (WJZ, WWJ, WENR or WLS), Mon. and Thurs., 7:30-8 p. m. (EST). Agency: Young & Rubicam, N. Y.

HECKER PRODUCTS Corp., New York (Hecker H-O cereal), on Oct. 24 for 52 weeks starts *Woman's Magazine of the Air* on 9 NBC Pacific Coast stations, Tues., and Thurs., 3:45-4 p. m. (PST) Agency: Erwin, Wasey & Co., N. Y.

TIDEWATER ASSOCIATED OIL Co., Los Angeles, sponsors 16 football games on NBC-Pacific network this fall. Agency: Lord & Thomas, San Francisco.

S. C. JOHNSON & SON, Brantford, Ont. (floor wax) on Sept. 5 starts *Fibber McGee & Molly* on Canadian Broadcasting Corp. national network, except Quebec. Agency: Needham, Louis & Brorby, Chicago.

End of Daylight Saving

DAYLIGHT Saving Time ends Sept. 24, with networks and stations preparing for the usual revision of schedules to conform to the shift. CBS on Aug. 27 started to hold open until 2 a. m. (EDST) WABC, New York, and basic stations in the East, West, Southwest and Coast. The policy continues until the change to Standard Time.

STANDARD BRANDS, Toronto (Maxwell House coffee) on Sept. 7 starts *Good News* on 24 stations of the Canadian Broadcasting Corp. Maritime, Ontario and Prairie networks. After Oct. 1, CBA and CBK will be added. Agency: Baker Adv. Agency, Toronto.

INTERNATIONAL SILVER Co., Meriden, Conn. (silverware), on October 8 resumes *Silver Theater* on 50 CBS stations, Sunday 7-7:30 p.m. Agency: Young & Rubicam, N. Y.

LEVER BROTHERS Co., Cambridge, Mass. (Rinso), on Sept. 19 resumes *Big Town* on 61 CBS stations, Tuesday 11:30-12 p.m. Agency: Ruthrauff & Ryan, N. Y.

QUAKER OATS Co. of Canada, Peterborough, Ont., on Oct. 2 starts NBC *Quaker Variety Half-Hour* on Canadian Broadcasting Corp.'s national network, except Quebec, Mon., 8-8:30 p. m. Agency: Lord & Thomas of Canada, Toronto.

TILLAMOOK County Creamery Assn., Portland, Ore., on Sept. 21 starts studio program on 6 NBC-Pacific Red stations, 9:30-9:45 a. m. (PST). On Sept. 28 and for 13 weeks thereafter, shifts 10-10:15 a. m. Agency: Botsford, Constantine and Gardner, Portland.

STEPHANO BROTHERS, Philadelphia (Marvel cigarettes), has contracted a thrice-weekly sportscast series over CBS Pacific Network starting on Sept. 26. Starts sportscast on CBS-Pacific, Tues., Thurs., Sat., 7:45-8:00 p. m. (PST) over KNX KSFO KARM KOIN KIRO KVI KFPY. Agency: Aitken-Kynett Co., Philadelphia.

GENERAL MILLS, Minneapolis (Gold Medal flour), on Oct. 9 starts *Caroline's Golden Store* on 12 CBS stations, Mon. thru Fri., 5:15-5:30 p. m. (EST). The firm has purchased a half-hour on CBS and will fill the remaining period with a show not yet selected. Agency: Blackett-Sample-Hummert, Chicago.

WANDER Co., Chicago (Ovaltine), on Sept. 25 starts *Carters of Elm Street* on 10 NBC-Red stations, Mon. thru Fri., 12-12:15 p. m. (EST), and *Orphan Annie* on 16 NBC-Red stations plus WGN, Chicago, Mon. thru Fri., 5:45-6 p. m. Agency: Blackett-Sample-Hummert, Chicago.

TELESCOPE plus ingenuity were required to get this picture of the top of KDKA's 710-foot antenna, near Pittsburgh. Byron McGill (at telescope), sales promotion manager, used this 4-inch telescope with 250-power magnification, and fitted a camera to the eyepiece with a bracket. A small 10-power telescope atop the big one served as finder. It was equipped with crosshairs for the job. Camera was a 9 x 12 cm. Voightlander with ground-class back and film pack adapter. It was focused at infinity with diaphragm wide open and exposure was 1/40th of a second on film with daylight Weston value of 96.

CORN PRODUCTS SALES Co., New York (Kre-Mel chocolate syrup), on Oct. 9 starts *Society Girl* on 35 CBS stations, Mon. thru Fri., 3:15-3:30 p. m. (EST). Agency: Hellwig-Miller Co., N. Y.

GROVE LABORATORIES, St. Louis (Bromo-Quinine), on Oct. 2 starts *Sherlock Holmes* on 47 NBC-Blue stations, Mon., 8-8:30 p. m. (EST). Agency: Stack-Goble Adv., Chicago.

MUSTEROLE Co., Cleveland (Musterole-Zemo), on Oct. 13 resumes *Carson Robinson & His Buckaroos* on 53 NB-Blue stations, Fri., 8:30-9 p. m. (EST) Agency: Erwin Wasey & Co., N. Y.

OHIO OIL Co., Findlay, Ohio, on Sept. 1 starts *Melody Marathon* on 5 NBC-Blue stations, Fri., 10:30-11 p. m. Agency: Byer & Bowman Adv. Co., Columbus.

LYDIA E. PINKHAM MEDICINE Co., Lynn, Mass., on Sept. 25 resumes *Voice of Experience* on 60 MBS stations, Mon., Wed., Fri., 1:45-2 p.m. (EST). Agency: Erwin, Wasey & Co., N. Y.

STANDARD BRANDS, New York (Fleischmann Foil Yeast), on Oct. 2 starts *I Love a Mystery* on 51 NBC-Red stations, Mon. thru Fri., 7:15-7:30 p.m. (EST). Agency: J. Walter Thompson Co., N. Y.

Renewal Accounts

BI-SO-DOL Co., New York (proprietary), on Sept. 25 for 52 weeks renews *John's Other Wife* on 38 NBC-Red stations, Thurs., Fri., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

A. S. BOYLE Co., New York (Old English Floor Wax), on Sept. 25 for 52 weeks renews *John's Other Wife* on 38 NB-Red stations, Mon., Tues., Wed., 10:15-10:30 a. m. Agency: Blackett-Sample-Hummert, N. Y.

ANACIN Co., Jersey City (headache tablets), on Sept. 25 renews *Just Plain Bill* on 33 NBC-Red stations, Mon., Tues., & Wed., 10:30-10:45 a.m. Agency: Blackett - Sample - Hummert, N. Y.

KOLNYOS Co., New Haven (toothpaste), on Sept. 25 renews *Just Plain Bill* on 33 NBC-Red stations, Thurs., Fri., 10:30-10:45 a. m. Agency: Blackett-Sample-Hummert, N. Y.

CHAS. GULDEN Co., New York (mustard), on Oct. 4 renews *Gulden Serenaders* on 5 NBC-Blue stations, Wed. and Fri., 6:30-6:45 p. m. (EST). Agency: Chas. W. Hoyt Co., N. Y.

INTERNATIONAL SILVER Co., Meriden, Conn., on Oct. 8 renews *Silver Theatre* on 43 CBS stations, Sun., 6-6:30 p. m. Agency: Young & Rubicam, N. Y.

(Continued on page 89)

KFRU

●

COLUMBIA, MISSOURI

A kilowatt of power on 630 kc. daytime with 500 watts at night.

A Sales Message over KFRU Covers the Heart of Missouri

●

WBAL

means business in Baltimore

SAGE Sayings about Maine's Oldest Station

There Are ONE MILLION REASONS Why YOU SHOULD ADVERTISE ON WABI DURING THE SUMMER MONTHS.

Maine's population increases by one million during the summer. Summer real estate owned by non-residents is valued at $110,000,000. In 1938 non-residents spent $2,000,000 in improving and building summer property.

Bangor, Maine

WABI

COLUMBIA BROADCASTING SYSTEM

Rep: Gene Furgason & Co.

ACTIONS OF THE
FEDERAL COMMUNICATIONS COMMISSION
AUGUST 12 TO AUGUST 30, INCLUSIVE

Decisions . . .

AUGUST 14

MISCELLANEOUS — WTAR, Norfolk, Va., granted extension temp. auth. 5 kw N; First Baptist Church, Pontiac, Mich., granted auth. transmit religious programs to CKLW.

AUGUST 15

MISCELLANEOUS — WOIM Ames, Ia., granted CP move trans., studio, new equip.; KCRJ, Jerone, Ariz., granted CP move trans., studio, change antenna; KGHF, Pueblo, Col., granted CP move trans., new radiator; WCHS, Charleston, W. Va., granted mod. CP re trans.; WEDC, Chicago, granted mod. CP change equip.; WINH, Dayton, O., granted license move trans., new equip., increase power etc.

AUGUST 16

MISCELLANEOUS — Dismissed without prejudice applic. CP change freq., increase power; WDGY, Minneapolis, granted extension temp. auth. operate evenings.

AUGUST 17

MISCELLANEOUS — WBNY, Buffalo, granted late appearance in applic. mod. license and WSVS renewal; KTAT, Fort Worth, granted auth. change call letters to KFJZ on surrender of KFJZ license and assumption of control by Ruth G. Roosevelt; WCBD, Chicago, granted motion dismissal without prejudice applic. increase hours, etc.

AUGUST 18

KPLT, Paris, Tex.—Granted mod. license operate 100-250 w unl.

AUGUST 19

WAAF, Chicago—Granted temp. auth. 5-6 a. m. to 9-23-39.

KOME, Tulsa—Granted mod. license to 100-250 w unl., 1310 kc.

AUGUST 21

WHDF, Calumet, Mich.; NEW, Copper Co. Bcstg. Co., Hancock, Mich.—WHDF granted mod. license to fulltime and renewal; Copper Co. Bcstg. Co. denied CP 1376 kc 100-250 w unl.

NEW, Suffolk Bcstg. Corp., Suffolk, Va. —Granted CO 1420 kc 100-250 w.

WHMA, Anniston, Ala.—Granted mod. license to unl., 100 w.

AUGUST 22

MISCELLANEOUS — WBNY, Buffalo, granted temp. auth. unl. time; WARD, Brooklyn, granted mod. CP re trans. site; KAND, Corsicana, Tex., denied auth. new equip., 250 w D, and granted auth. operate 100 w unl.

AUGUST 23

MISCELLANEOUS—WLW, Cincinnati, granted CP change trans.; KFDA, Amarillo, Tex., granted license new station; KVAK, Atchison, Kan., granted license new station; WCNC, Elizabeth City, N. C., granted mod. CP trans., studio, radiator; KXOX, Sweetwater, Tex., granted mod. CP change equip. new station; W3XO, Washington, granted temp. auth. test frequency modulation equipment.

AUGUST 24

MISCELLANEOUS — KOIN, Portland, Ore., granted motion dismiss without prejudice applic. mod. license to 5 kw N & D.

AUGUST 26

MISCELLANEOUS—KLCN, Blytheville, Ark., continued hearing re renewal to 10-20-39; WJBW, New Orleans, continued renewal hearing to 9-25-39; NEW, Lackawanna Bcstg. Co., Scranton, Pa., granted auth. take depositions; KOB, Albuquerque, N. M., granted extension temp. auth. unl. 1180 kc 10 kw; KEX, Portland, Ore., granted temp. auth. remain silent.

AUGUST 28

MISCELLANEOUS — WGAN, Portland, Me., granted motion dismiss without prejudice applic. change freq., power; WMBI, Chicago, granted motion dismiss without prejudice applic. change to unl.; KMAC, San Antonio, granted petition to accept written appearance re applic. CP move trans., change freq., power.

AUGUST 29

MISCELLANEOUS—KRSC, Seattle, NEW, Vincennes Newspapers Inc., Vincennes, Ind., NEW, Yuba City Bcstrs., Marysville, Cal., NEW, Thumb Bcstg. Co., Brown City, Mich., oral argument set for 9-28-39; WHA, Madison, Wis., granted continuance hearing applic. WMAQ facilities to 11-10-39.

AUGUST 30

MISCELLANEOUS — WBBM, Chicago, KFAB, Lincoln, Neb., granted extension temp. auth. simultaneous operation; KTHS, Hot Springs, Ark., KGTM, Wilson, N. C., granted temp. auth. operate unl. during crisis; WGAL, Lancaster, Pa., granted dismissal without prejudice applic., change assignment.

Applications . . .

AUGUST 15

NEW, Puerto Rico Adv. Co., San Juan, P. R.—CP 1500 kc 250 w unl.

WHEB, Portsmouth, N. H.—CP new trans., antenna, increase to 1 kw.

NEW, Bamberger Bcstg. Service, New York—CP television.

WSPD, Toledo—CP increase to 5 kw N & D.

WCKY, Covington, Ky.—License increase power, etc.

KOME, Tulsa—Mod. license to unl., amended to change name from Harry Schwartz to Oil Capitol Sales Corp.

KONO, San Antonio—Mod. license to 250 w unl.

NEW, Joe W. Engel, Chattanooga—CP 1370 kc 250 w unl.

NEW, Knoxville Bcstg. Co., Knoxville, Tenn.—CP 1210 kc 250 w unl.

NEW, Ralph M. Lambeth, Greensboro, N. C.—CP 1370 kc 250 w unl.

WMFD, Wilmington, N. C.—Mod. CP increase power, etc., re antenna, trans. sites.

WLBL, Stevens Point, Wis.—Vol. assignment license to State of Wisconsin, Dept. of Agriculture.

KARM, Fresno, Cal.—CP new trans., change 1310 kc 100 w to 1430 kc 1 kw.

KOIN, Portland, Ore.—CP directional N, increase to 5 kw N & D.

AUGUST 16

WPRP, Ponce, P. R.—Mod. license to 250 w unl.

WMAL, Washington—CP new trans., antenna, increase to 5 kw.

WJAC, Johnstown, Pa.; WMPC, Lapeer, Mich.; WRAK, Williamsport, Pa.; WBTM, Danville, Va.; WWSW, Pittsburgh; WROL, Knoxville; KALB, Alexandria, La.; WJBY, Gadsden, Ala.; WJHL, Johnson City, Tenn.; KRIC, Beaumont, Tex.; KFVS, Cape Girardeau, Mo.; WRJN, Racine, Wis.; KOBH, Rapid City, S. D.—Mod. licenses to 250 w N & D.

WAPI, Birmingham—CP change freq., power, amended re trans. site.

AUGUST 19

WLLH, Lowell, Mass.; WMAX, Springfield, Mass.; WOMI, Owensboro, Ky.; WHLS, Port Huron, Mich.; WCMI, Ashland, Ky.; WGRM, Grenada, Miss.; WHBU, Anderson, Ind.—Mod. licenses to 250 w N & D.

WKIN, Ulster, Twp., New York—Mod. CP re trans., antenna, studio.

WARD, Brooklyn — Mod. CP change equip., etc., to move locally.

WMGA, Moultrie, Ga.—Mod. CP new station re antenna, trans., studios.

WOPI, Bristol, Tenn.—Mod. CP new trans., antenna, increase to 100-250 w, further asking 250 w N & D.

WOLS, Florence, S. C.—CP increase 100 to 250 w.

WIOD-WMBF, Miami—CP new trans., directional, increase 1 to 5 kw.

KFEQ, St. Joseph, Mo.—CP new trans., antenna, increase to 5 kw unl.

KVOS, Bellingham, Wash.—CP increase to 250 w.

NEW, May Dept. Stores Co., Los Angeles —CP television.

AUGUST 22

NEW, WHEC Inc., New York—CP high-freq. 1 kw.

WSLA, Boston—CP change trans. site.

WLTH, Brooklyn—CP move trans.

WCOU, Lewiston, Me.—License for new equip., increase power.

King-Trendle Bcstg. Corp., Detroit—Extension auth. transmit programs to Canada.

WGBR, Goldsboro, N. C.—License new station.

KFYO, Lubbock, Tex.—CP new trans., antenna, change 1310 kc 100-250 w to 500 w 1kw, move trans.

WJPR, Greenville, Miss.—Mod. CP re antenna, trans., studio sites.

KTUL, Tulsa—Mod. license to 5 kw N & D, directional N.

KANS, Wichita—CP increase to 250 w.

NEW, Independent Merchants Bcstg. Co., Minneapolis—CP 1300 kc 1 kw unl. directional.

WCLS, Joliet, Ill.—Mod. CP increase power etc., to unl.

WIRE, Indianapolis—Mod. license to 5 kw N & D, change antenna.

MBS, Chicago—Extension auth. transmit programs to Canada.

KWAL, Wallace, Id.—Mod. CP re equip., studio site.

WJTN, Jamestown, N. Y.; WJBK, Detroit; WFTC, Kinston, N. C.; WGL, Fort Wayne; KRMC, Jamestown, N. D.; KAST, Astoria, Ore.—Mod. licenses to 250 w N & D.

AUGUST 24

WSLR, Boston—CP change trans. site.

NEW, E. W. WILLIAMS, Corbin, Ky.—CP 1500 kc 100 w unl.

WMAN, Mansfield, O.—Mod. CP re antenna, studio, trans. sites.

KRGV, Weslaco, Tex.—Mod. license 1260 to 630 kc.

NEW, V. O. Stamps, Dallas—CP 1370 kc 250 w unl., asks former KFJZ facilities.

KGKY, Scottsbluff, Neb.—Vol. assign. license to Hilliard Co., a partnership.

Mikes Alight

ILLUMINATED signs for microphones of WFIL, Philadelphia, were put into operation in late August. Plates are the customary crescent shape, two-faced, and are illuminated with four tiny flash light bulbs using less than a watt. They are AC or battery powered and can be seen 250 feet. Frank Becker, WFIL chief engineer, carried out the idea, an inspiration of Manager Roger W. Clipp. The model cost $25, but reproductions are expected to cost just half this much.

AUGUST 25

NEW, Bamberger Bcstg. Service, New York—CP freq. modulation.

WIBG, Glenside, Pa.—License new trans., antenna.

WADC, Akron—CP increase to 5 kw N & D, move studio, trans.

NEW, Chilton Radio Corp., Dallas—CP 1370 kc to 250 w unl., asks KFJZ facilities.

WTMC, Ocala, Fla.—Vol. assign. license to Ocala Bcstg. Co.

KSAM, Huntsville, Tex. — License increase power.

WSKB, McComb, Miss. — License new station.

KCKN, Kansas City—License new trans.

KSLM, Salem, Ore.—Mod. license to 500 w 1 kw D.

WIBM, Jackson, Mich.; WHBC, Canton, O.; KNOW, Austin, Tex.; KTEM, Temple, Tex.; WKAT, Miami Beach, Fla.—Mod. licenses to 250 w N & D.

AUGUST 29

WWRL, Woodside, N. Y.—Mod. license to 250 w N & D.

WRC, Washington—CP 5 kw N & D, amended to directional N.

WPRO, Providence—Mod. CP new equip., increase power for directional antenna, 5 kw N & D.

WGNY, Newburgh, N. Y.—Vol. assign. license to Courier Pub. Corp.

WSAY, Rochester—Mod. license to 250 w N & D.

WBTH, Williamson, W. Va.—CP change to 250 w unl.

WJIM, Lansing, Mich.; WJW, Akron—Mod. licenses to 250 w N & D.

KFJZ, Fort Worth—CP new trans., increase 1 to 5 kw.

WJPR, Greenville, Mass.—Mod. CP move antenna etc., amended re studio site.

KWBD, Plainview, Tex.—Mod. CP new station to ask approval antenna, studio sites.

NEW, Port Bcstg. Co., Houston—CP 710 kc 5 kw unl., directional.

KRBA, Lufkin, Tex.—License increase power.

WFBM, Indianapolis—Mod. license to 5 kw N & D directional N, amended to change name to WFBM Inc.

WOC, Davenport, Ia.; WDAN, Danville, Ill.—Mod. licenses to 250 w N & D.

WTMV, E. St. Louis—Auth. transfer control to Wm. H. West Jr.

WBBM, Chicago—CP change trans.

KABR, Aberdeen, S. D.—Auth. transfer control to H. C. Jewett Jr.

NEW, L & M Bcstg. Co., Ottumwa, Ia. —CP 1210 kc 250 w unl.

KMO, Tacoma, Wash.—Vol. assign. license to Carl E. Haymond.

KGDM, Stockton, Cal.—Mod. license to 1530 kc 1 kw unl.

KADB, Long Beach, Cal.—CP new equip.

AUGUST 30

NEW, WDRC Inc., Meriden, Conn. —CP television 1 kw.

WHKC, Columbus; WHK, WCLE, Cleveland—Vol. assignment licenses to United Bcstg. Co.

WPAD, Paducah, Ky.; KOVC, Valley City, N. D.; KGFW, Kearney, Neb.; KCRJ, Jerome, Ariz.—Mod. licenses to 250 w N & D.

WBIG, Greensboro, N. C.—Mod. CP increase power etc., further asking increase to 5 kw N & D, directional N.

NEW, George F. Meyer, Medford, Wis.—CP 1310 kc 250 w D.

KTKC, Visalia, Cal.—License new trans., change freq., directional antenna N.

WSYR, Syracuse, introduced its new 100-watt mobile unit at the Eastern Amateur Golf Tournament in August. Equipped with a Temco transmitter, gasoline engine, generator and receiving equipment, the unit operates under the call letters WFYA. It was designed and built by WSYR's chief engineer, George Armand Belle Isle, and transmitter engineer Don Gilmore. Facilities for a 36-foot collapsible vertical radiator as well as a three-cornered horizontal setup have been provided. Special catwalk above roof offers announcers an excellent vantage point.

Radio Bibliography

DONALD W. RILEY, of the Speech Department of Ohio State University, has compiled an annotated radio bibliography in three parts, covering material on radio speech, drama and general production appearing in books and magazines. It was compiled for use by students in OSU radio courses.

RONALD J. ROCKWELL, chief engineer of WLW, Cincinnati, on Aug. 29 was issued Patent No. 2,171,048 by the U. S. Patent Office, covering "circuits for more nearly perfect sound reproduction."

PROF. EDWIN H. ARMSTRONG, inventor of the Armstrong frequency modulation system, on Aug. 15 was issued Patent No. 2,169,212 by the U. S. Patent Office. The patent covers a frequency modulation transmitting system.

Network Accounts

(*Continued from page 87*)

TEXAS Co., New York (gasoline), on Sept. 13 renews *Texaco Star Theatre* on 88 CBS stations, Wed., 9-10 p. m. Agency: Buchanan & Co., N. Y.

CHRYSLER Corp., Detroit (motor cars), on Sept. 14 renews *Major Bowes Amateur Hour* on 77 CBS stations, Thurs., 9-10 p. m. Agency: Ruthrauff & Ryan, N. Y.

MILES LABORATORIES, Elkhart, Ind. (Alka-Seltzer), on Sept. 30 renews *National Barn Dance* on 83 NBC-Blue stations, Sat. 9-10 p. m. Agency: Wade Adv. Co., Chicago.

CUDAHY PACKING Co., Chicago (Old Dutch Cleanser), on Sept. 25 renews *Bachelor's Children* on 18 CBS stations, Mon. thru Fri., 9:45-10 a. m. (EST). Agency: Roche, Williams & Cunnyngham, Chicago.

LIGGETT & MYERS Co., New York (Chesterfields), on Sept. 27 renews *Paul Whiteman* on 92 CBS stations, Wed., 8:30-9 p. m. (EST). Agency: Newell-Emmett Co., N. Y.

MARS Inc., Chicago (Milky Way candy), on Aug. 28 renewed *Doctor I. Q.* on 32 NBC-Red stations, Mon. 9:30 p. m. Agency: Grant Adv., Chicago.

QUAKER OATS Co., Chicago (Puffed Wheat and Rice), on Oct. 7 renews *Dick Tracy* on 60 NBC-Red stations, Sat., 7-7:30 p. m. Agency: Sherman K. Ellis & Co., Chicago.

G. WASHINGTON COFFEE Co., Morris Plains, N. J., on Sept. 23 renews *Uncle Jim's Question Bee* on 7 NBC-Blue stations, Sat., 7:30-8 p. m. Agency: Cecil & Presbrey, N. Y.

ANDREW JERGENS Co., Cincinnati (Jergens lotion), on Oct. 1 renews Walter Winchell on *Jergens Journal* on 64 NBC-Blue stations, Sun., 9:30-9:45 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

CALIFORNIA FRUIT Growers Exchange, Los Angeles (Sunkist products), on Nov. 6 starts *Sunkist Presents Hedda Hopper's Hollywood* on 28 CBS stations, Mon., Wed., and Fri., 6:15-6:30 p.m. (EST). Agency: Lord & Thomas, Los Angeles.

RELIABLE FLOUR Co., Boston on Aug. 22 renews participation in *Gretchen McMullen Hour* on 18 Yankee stations. Agency: Bennett, Snow & Walther, Boston.

CAMPANA SALES Co., Batavia, Ill. (Dreskin, Coolies, Italian Balm, D.D.D.), on Sept. 1 renews *First Nighter* on 50 CBS stations, Fri., 9:30-10 p.m. Agency: Aubrey, Moore & Wallace, Chicago.

"The Crystal Specialists Since 1925"

SCIENTIFIC
LOW TEMPERATURE
CO-EFFICIENT CRYSTALS

Approved by FCC
Two for $75.00
$40 Each

Supplied in Isolantite Air-Gap Holders in the 550-1500 Kc. band. Frequency Drift guaranteed to be "less than three cycles" per million cycles per degree centigrade change in temperature. Accuracy "better" than .01%. Order direct from—

Scientific
RADIO SERVICE
124 JACKSON AVENUE
University Park
HYATTSVILLE, MARYLAND

Buick's Sept. Spots

BUICK MOTOR Co., Flint, Mich., from Sept. 18 to 23 will sponsor daily spot announcements for its new models on a large number of stations throughout the country. Total list could not be learned, though about 91 stations, the number used in last year's similar campaign, will probably be used. Arthur Kudner, Detroit, is agency.

RIO GRANDE OIL Co., Los Angeles, on Sept. 26 renews *Calling All Cars* on three Columbia California Network stations (KNX KSFO KARM), Tues., 7:00-7:30 p.m. (PST). Agency: Hixson, O'Donnell Adv., Los Angeles.

Network Changes

EUCLID CANDY Co., San Francisco (candy bars), on Sept. 26 shifts *Ballot Box* on CBS-Pacific Network from 7:15-7:30 p. m. to 7:30-7:45 p. m. (PST). Agency: Sidney Garfinkel, San Francisco.

DUNN & McCARTHY Co., Auburn, N. Y. (Enna Jettick shoes), on Aug. 27 added 3 NBC-Red stations to *Enna Jettick Melodies* and on Sept. 24 adds WGKV, Charleston, making a total of 90 NBC-Red, Sun., 5-5:15 p. m. Agency: Marschalk & Pratt, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Sept. 25 adds CKLW, Detroit, to *Breezing Along* making a total of 4 MBS stations, Mon., 8-8:30 p. m. (EST). Agency: Biow Co., N. Y.

WILSHIRE OIL Co., Los Angeles, on Aug. 15 shifted *Pull Over Neighbor* on 3 CBS California stations from Thurs. 8-8:30 p.m. to Tues., 7:30-8 p.m. (PST).

R. J. REYNOLDS Co., Winston-Salem, N. C., on Sept. 26 renews *Camel Caravan* (Bob Crosby orch.) on 87 CBS stations, Tues., 9:30-10 p. m. (EST); on Sept. 25 renews *Blondie* on 90 CBS stations, Mon., 7:30-8 p. m.; on Oct. 7 renewed *Camel Caravan* (Benny Goodman orch.) on 80 NBC-Red stations, Sat., 10-10:30 p. m. Agency: Wm. Esty & Co., N. Y.

EMERSON RADIO & Phonograph Co., New York, on Sept. 2 adds 5 MBS stations and 15 Don Lee stations to Elliott Roosevelt's *America Looks Ahead* making a total of 46 MBS stations, Tues., Thurs., and Sat., 7:15-7:30 p.m. Agency: Grady & Wagner, N. Y.

LEWIS-HOWE MEDICINE Co., St. Louis (Tums), on Sept. 29 shifts *Horace Heidt & His Musical Knights* on 78 NBC-Red stations, from Mon., 9:30-10 p. m. to Fri., 9:30-10 p. m. (EST). Agency: Stack-Goble Adv. Agency, Chicago.

ANDREW JERGENS Co., Cincinnati (Woodbury soap and cosmetics) on Oct. 1 shifts *Hollywood Playhouse* from 46 NBC-Blue stations, Sun., 9-9:30 p. m. to 56 NBC-Blue, Wed., 8-8:30 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

GENERAL FOODS Corp., New York (La France, Satina), on Oct. 9 shifts *Joyce Jordan, Girl Interne* on 40 CBS stations, from Mon., Wed., Fri., 12-12:15 p. m. to Mon. thru Fri., 3-3:15 p. m. (EST). Agency: Young & Rubicam, N. Y.

ANDREW JERGENS Co., Cincinnati (Woodbury soap), on Oct. 1 shifts *The Parker Family* from CBS to 63 NBC-Blue stations, Sun., 9:15-9:30 p. m. (EST). Agency: Lennen & Mitchell, N. Y.

PHILIP MORRIS & Co., New York (cigarettes), on Oct. 6 shifts *Perfect Crime* on 29 CBS stations, Fri., from 8:30-9 p. m. to 9-9:30 p. m. (EST).

GENE FURGASON Co., jointly with William G. Rambeau Co., has been named to represent KQV and WJAS, Pittsburgh, and WHJB, Harrisburg, Pa.

Mantis Dismantles

A PRAYING mantis on Aug. 14 visited the WLW transmitter at Mason, O., throwing the station off the air four minutes. Transmitter attendants saw a flash and heard a thunderous roar as the praying mantis shorted one of the 12,000-volt filter condensers, the energy potential of which is 220 microfarads.

New KVAK on the Air

WITH W. H. REITZ as manager and chief engineer, the new KVAK, Atchison, Kan., 100 watts day on 1420 kc., is now on a regular schedule, having begun operating July 28. L. V. Butcher, formerly with St. Joseph, Salina and Abilene stations, is program director. Dave Hamlin, formerly with KSKN, Kansas City, Kan., and Lyle Robinette, formerly with KITE, Kansas City, are announcers. A. F. Williamson, former chief instructor in transmitters at First National Television, and Charles Wiesmann, formerly with KITE, are engineers. The station, owned by Carl Latenser, music and appliance dealer, is equipped with Collins studio and amplifier equipment, a Commercial Radio Equipment Co. transmitter, General Radio monitor and a 150-foot Wincharger tower.

McILHENRY Co., Avery Island, La. (sauce), on Oct. 1 starts four weekly minute discs on KFI, Los Angeles, and KSFO, San Francisco. John H. Dunham Co., Chicago, is agency.

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VERTICAL
RADIATORS

Built for
• DURABILITY
• EFFICIENCY
• SATISFACTION
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RADIO DIVISION
LEHIGH STRUCTURAL STEEL COMPANY
17 BATTERY PLACE, NEW YORK, N. Y.

CLARK
FOR
QUALITY
IN
ELECTRICAL
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★

SINCE the earliest days of radio the skill and exactness of our processed recordings have told their own story of a job well done. Today practically every well known transcription producer is a *Clark* client. If you are interested in quality transcription processing we are at your service.

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Newark, N.J.
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Merchandising & Promotion

Fair Enough—Radiator Plug—Not a Big Shot—Slogan—All About Manners—The 80s

WSAI, Cincinnati, is conducting one of the most extensive station promotion campaigns in its history, according to Dewey H. Long, manager. At the Pure Food Show WSAI has erected a glass-enclosed, air-conditioned studio, from which the station originates, from 11 a.m. to 8 p.m., all programs but its large "live-talent" musicals. Daily since Aug. 22, and continuing until Sept. 4, WSAI broadcast all its important studio shows scheduled during the nine-hour period.

In the studio are microphones, control panels, sound equipment and turntables. An added feature is a public address system. Roger Baker and Dick Bray, WSAI sportscasters, have broadcast from ticker in the Food Show studio each of the Reds games since Aug. 22. Marsha Wheeler, home economist, has conducted her six-weekly *WSAI Wonder Kitchen* program, daily except Sundays from the studio. She not only explains her methods for finding and testing recipes, but reveals the various ways of preparing a recipe for broadcast and tells how to broadcast a radio cooking school.

Try It Yourself, a broadcast especially arranged for the Pure Food Show, has been heard daily with Clair Shadwell, WSAI program director, conducting. With a mobile unit packed into the rear of a new Crosley automobile, Shadwell and an engineer drive through the Food Show grounds with Shadwell calling "I want an announcer". When sufficient numbers gather, Shadwell presents several persons with scripts of food commercials and then each is given an opportunity to read them over the air. Listeners vote for their favorite "new" announcer.

Food Show Specials, sponsored by several of the exhibitors and designed to direct the attention of Food Show visitors to certain booths, are broadcast regularly over WSAI. Two of the sponsors are using radio for the first time, Richard A. Ruppert, WSAI promotion manager, stated, and within 48 hours all available time was sold.

A special broadcast by Marsha Wheeler is aired in conjunction with a cooking school at the show conducted by Mary Belle Burnett for the *Cincinnati Times-Star*.

* * *

Discs at the Fair

GRAB-BAG merchandising stunt that drew a big crowd was that of WOC, Davenport, held recently at the Mississippi Valley Fair. Slips of paper giving facts about radio, for instance, the total number of sets in Iowa, were mixed up in a large box. Then slips of paper good for a free voice recording were mixed in. Winners had their voices recorded at WOC's display booth in the Industrial Arts Bldg. of the fair. Idea was conceived by Neff Wells Jr., head of WOC merchandising. The station aired a series of remotes from the fairgrounds, including a number of horse races and Bill Voss' man-on-street series for Ken-L-Ration.

* * *

Bugs With Jitters

FOR STATION promotion, KOY, Arizona, presents Mexican jumping beans to Easterners. Fred Palmer, manager, is making the presentations. Each bean will be lettered with either "KOY" or "AN", the latter representing Arizona Network.

WLS Promotion

WLS, Chicago, has announced a new merchandising policy which includes daily announcements during the week prior to the airing of the sponsored program. A five-minute daily morning series has started, titled *WLS Program Review*, and a running synopsis of each sponsored program will be aired on this show. The plan includes publicity stories and pictures in the radio section of *Prairie-Farmer*, with which WLS is associated. Further, publicity releases are to be sent to 110 newspapers in four Midwestern States. Letters to wholesalers and retailers are also included, as is publicity in *Stand By*, WLS house organ.

* * *

Ranger Safety

OVER 22,000 members have joined the Lone Ranger Safety Club of KTAR, Phoenix, Ariz., and Arizona Broadcasting Co. stations, with Holsum Bakery as sponsor. The club promotes an understanding of safety requirements in a high-speed world. Hooked up in the series are KVOA, Tucson, KMJB, Globe, KCRJ, Jerome. Holsum has just renewed for a year its *Lone Ranger* contract.

* * *

WCCO Antenna Signs

TWO 12 x 42 foot signs have been ordered by WCCO, Minneapolis, to be placed on the highway a half-mile each side of its new 652-foot radiator. Signs will be lettered in consolite, visible at night. Construction of the antenna is to be completed Oct. 1.

Talent at the Plant

TO DEVELOP the "family" relationship that is an important part of its business policy, Geo. A. Hormel & Co., Austin, Minn., is taking the cast of its sponsored thrice-weekly show, *It Happened in Hollywood*, on a week's trip from the West Coast to company headquarters in Austin. During the week the show will be broadcast from three different cities along the route—St. Louis, Sept. 4; Chicago, Sept. 6, and Austin, Sept. 8. At the plant in Austin the troupe will meet Hormel employes and perform in a special auditorium built for the broadcast.

* * *

Printed Promotion

KGKO, Fort Worth, is using a column of display to advertise its daily programs in the morning and evening editions of the *Fort Worth Star-Telegram*. The morning paper's ad carries hour-by-hour programs listings and data from 6:00 a.m. to 4:15 p.m. and the evening editions carry a column containing KGKO's schedule from 4:15 p.m. to midnight. Ads are spotted on radio and amusements page.

* * *

WGAR Aids Needy Pupils

PROMOTION for needy children and their apparel requirements was the theme of a three-hour campaign Aug. 23 by WGAR, Cleveland, in advance of the school season. The idea was originated by Manager John F. Patt. The entire WGAR staff, along with local entertainers and sports celebrities, took part. Eight operators were required to handle calls from donors.

The CURTAIN RISES
ON RADIOS NEW FALL SEASON
SUNDAY Sept 24th WRC-WOL-WMAL-WJSV
RADIO GIVES YOU MOST FREE
RADIO GIVES YOU MOST
RADIOS GREATEST YEAR BEGINS
The CURTAIN RAISER
WJSV WOL-WMAL-WRC
RADIO GIVES YOU MOST 70% REDUCTION
GET A RADIO CHECK-UP TO-DAY
10 YEARS AGO
MOST FOR YOUR MONEY

HERE'S the first of thousands of store windows to be tied in with NAB's *Curtain Raiser*, the fall promotion beginning on Sept. 24. George W. Cook, independent Washington radio merchant, offered his store window as a laboratory to test the reaction of street traffic to various poster copy. Stations throughout the country are securing similar tieins with radio, electrical appliance and department stores and with the local utility. Ed Kirby, NAB public relations director, and Arthur Stringer, who recently joined the NAB promotion staff, supervise the campaign.

Hero in Phoenix

KOY, Phoenix, Ariz., officials staged as a promotional stunt a contest to elect Phoenix's leading citizen during August. Their plans were sidetracked by Boy Scout election of 14-year-old Billy Gill to that honor. Instead of award being presented to a banker or civic leader, studio authorities made the presentation to the lad. Billy recently drew national attention by throwing switch to cut off current when a Phoenix woman came into contact with electrical wire. He called fire department pulmotor squad and rendered first aid.

* * *

For Four Slogans

TO OBTAIN a station slogan, WBTH, Williamson, W. Va., is offering a daily 30-minute program for four weeks to promote slogan prizes consisting of four free trips to the New York Fair. Entry blanks are obtained from merchants participating in the program and are deposited with these merchants, where WBTH representatives pick them up. Merchants are given window streamers and cards, and full-page ads are run in a local newspaper.

* * *

Tucson Prizes

FOR bottletops, wrappers and cartons of products advertised on the *Treasure Island* participating program of KVOA, Tucson, Ariz., a weekly $5 bill is awarded and monthly winner gets a free round-trip to the San Francisco Fair. Consolation prizes are included. So far two winners have been sent to the fair, says KVOA, and summer sponsors are pleased.

* * *

'Town Meeting's' Fifth

PROMOTION packet containing a full-page broadside of a series of 15 laudatory editorials appearing from January through April in the *Birmingham* (Ala.) *Age-Herald* and reprints of 30 letters from representative listeners is being distributed by NBC for *America's Town Meeting of the Air*, which starts its fifth season on NBC-Blue Oct. 5 at 9:30 p.m. (EST).

* * *

Manners From Bab-O

B. T. BABBITT Co., New York, from Sept. 11 through Sept. 23 will offer listeners to the NBC-Red program *David Harum* a 96-page booklet titled "101 Common Mistakes in Etiquette — And How to Avoid Them" by Emily Post, in return for 25 cents and one green label from a can of Bab-O. Blackett-Sample-Hummert, New York, handles the account.

* * *

Foresight in the 80's

ADORNING the cover of the CBS Program Book for August is a drawing made in 1882, showing street car passengers listening to music, news, drama and philosophy with the prediction that by 1952 this would be possible. "As predictions go," says CBS, "this wasn't very far off. 6,250,000 automobiles in the United States, now carry music, news, drama and philosophy with them as they ride—by radio!"

* * *

New WLW Study

WLW, Cincinnati, has announced completion of a new seven-market survey conducted by Ross-Federal. Markets covered are Anderson, Ind., Huntington, W. Va., Ironton, Ohio & Ashland, Ky., Marion, Ind., Marion, Portsmouth and Zanesville, Ohio.

Business
SPEAKS *for* ITSELF

At day's e[illegible]1, the Nation's Station was six weeks ahead of last year's schedule on [illegible] Fall and Winter business. We take this opportunity to thank, and w[illegible] newcomers as well as those who have renewed, again and again, ther[illegible]ts over WLW.

It is a generally a[illegible] that the *volume* of business carried on any station is strongly indicati[illegible]eral—and specific—effectiveness. It follows then that our present sc[illegible]largest in the history of the Nation's Station, is conspicuous proof of [illegible]ce of WLW as a selling force.

If you, however, would [illegible]ent this amazing record of confidence with unbiased, undramatized [illegible]cerning WLW'S coverage and popularity among listeners, we invite [illegible]in, or call, for the story of WLW—based on the statistical data recently [illegible]ur 140,000 Call Coincidental Survey, conducted by the Ross Federal R[illegible]oration and the Alberta Burke Research Company, in 13 markets. Also [illegible]ecently completed Ross Federal Survey in 7 additional markets, the Ana[illegible]h will soon be released. Direct your request to Transamerican Broad[illegible]vision Corporation, New York, or

WLW

The Nation's Station

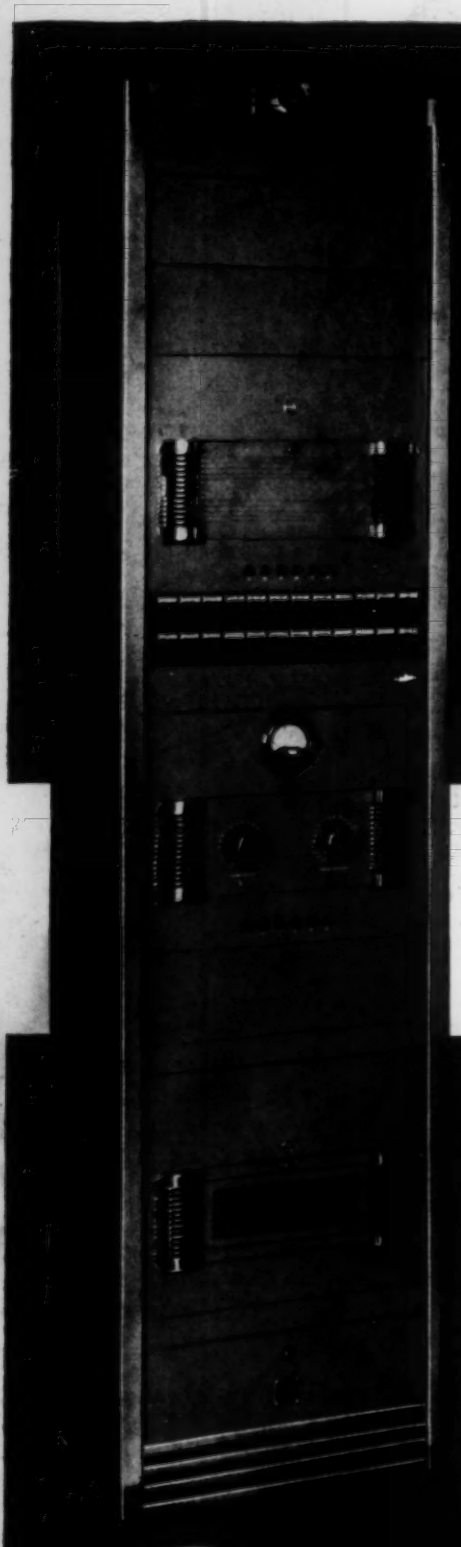
•

See the Crosley Building at the New York World's Fair

MORE THAN 100 QUARTER-HOURS OF NEW SHOWS!

35 NEW WLW CONTRACTS for which WLW WILL ORIGINATE 3 NEW NETWORK PROGRAMS, and 14 FOR LOCAL AUDIENCES.

A volume of business not usually contracted for until after the first week in September!



FUNCTIONAL DESIGN OF RCA 2-STUDIO SPEECH INPUT ASSEMBLY

Steps up Efficiency!

The RCA 78-B-1 Rack Assembly, a sturdily constructed unit, contains an RCA 41-C pre-amplifier, a 40-D program amplifier, a 94-D 17-watt monitoring and audition amplifier, and two 33-A double jack strips. Meter indicates plate currents of all tubes in program channel. Trim is satin finished chromium.

This fine unit also provides you with amazing flexibility in location and new operating convenience—at moderate cost.

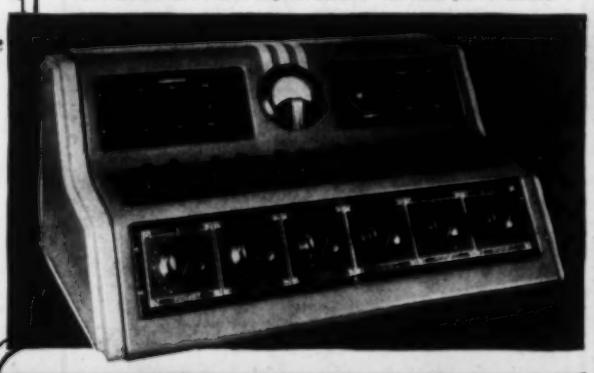
RCA Type 78-B-1 Speech Input equipment is excellent for use in the usual control room for two studios. A factory assembled grouping of RCA de luxe panels, it consists of three units — a cabinet rack containing amplifiers and jacks . . . control console with sloping front containing all mixing and switching controls . . . and a small relay power supply for wall mounting.

With this equipment you not only get the finest in mechanical construction and transmission fidelity — but because of its functional design, it provides unusual efficiency in application, flexibility in location and convenience in operation. Full details will be supplied on request.

The RCA 78-B-1 Console

Has switches for connecting pre-amplifier inputs to microphones in either of two studios and for connecting the outputs of the mixers to the broadcast or audition channels. Also has mixers for turntables and remote lines. A master mixer is included. The V. I. meter is illuminated and may be set for "peak" or r.m.s. readings.

Use RCA Radio Tubes in your station—for finer performance



RCA Broadcast Equipment

RCA Manufacturing Company, Inc., Camden, N. J. • A Service of the Radio Corporation of America

New York: 1270 Sixth Avenue • Chicago: 589 E. Illinois Street • Atlanta: 530 Citizens & Southern Bank Building
Dallas: Santa Fe Building • San Francisco: 170 Ninth Street • Hollywood: 1016 N. Sycamore Avenue